# IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 8 | CELEBRATING 10 - page 9

## IDG U.K.'s Audience Services, editorial, marketing teams drive record revenue

*By manipulating audiences during the peak traffic times of Black Friday and Cyber Monday, IDG U.K.'s Audience Services team helped drive record revenues in November — beating the previous record by 33%.*

**SEE MORE ON PAGE 4**

## Also inside

- IDC roadshow travels to Abidjan, Ivory Coast
- IDG signs new partnership in Brazil
- One on One: InfoWorld's Editor-in-chief Eric Knorr
- IDG Germany presents annual employee awards

MOBILE
@IDG
PLAYBOOK
IDG

*The Mobile@IDG Playbook helps customers become more mobile-centric.*

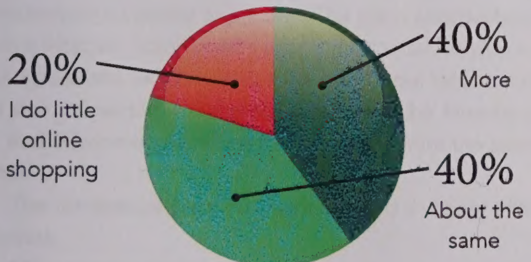
**SEE MORE ON PAGE 6**

*Celebrating 10: U.S. Media Director of SEO Dawn Voyta-Petersen marks a decade of service.*

**SEE MORE ON PAGE 9**

## Question of the week results

Compared with last year, how much of your holiday shopping will you be doing online this year?



**Log on to www.idgcentral.com to vote on this week's question:**

How often do you use Instagram?

CLICK HERE

## Talk IDG with Mike and Laurie

*Two months into the new fiscal year, IDG Communications World-wide CEO **Michael Friedenberg** discusses progress being made in the U.S. and at international business units; calls out some particular successes including IDG Sonar, the CIO Executive Council's Exchange and the rollout of Apollo; and hints at some exciting new launches to come. Click here to view.*

# IDC Middle East & Africa extends event portfolio to Ivory Coast

***Ouafa Kathir**, IDC country manager, North and French-speaking Africa, addresses attendees at the first IDC event in Ivory Coast.*

IDC planted a conference flag in a new city and country — Abidjan, Ivory Coast — on Nov 19. The half-day IDC Middle East & Africa's Cloud Computing, IT Security & Datacenter Roadshow had traveled to Senegal, Morocco and Tunisia earlier this year, and a sponsor in Senegal, Dataprotect, asked the conference team if they could put together a similar event in Ivory Coast. Not only did IDC face the challenge of creating an event in a new country — and therefore no database of potential attendees — the sponsor wanted them to do it in just three weeks.

"The timing was critical for them; most of their budget planning happens in December, and Dataprotect wanted to reach new clients — especially those in government organizations — and get in touch with CIOs that they can't meet on their own," said **Ouafa Kathir**, IDC country manager, North and French-speaking Africa.

IDC was able to secure two additional sponsors — Microsoft and Schneider Electric — to bring in enough revenue to ensure attendees could attend at no cost. The team approached the CIO Club in Abidjan, Ivory Coast's economic capital, to sign a partnership agreement, which enabled them to target large accounts, and also connected with the ICT advisors in the Ministry of Poste, ICT and Telecommunications to invite CIOs from the government sector.

The conference drew 95 attendees and a variety of local speakers.

"Our partners and the audience very much appreciated this first event, which offered a neutral platform to discuss CIO challenges and issues around security and the cloud," Kathir said.

IDC plans to run a similar event in Ivory Coast next June and is in talks with Schneider Electric for a custom event there as well.

Write to Ouafa Kathir. ■

# IDG brings tech portfolio to new partnership with Brasileiros Group

IDG has entered into a licensee agreement with a new media company in Brazil but will continue to benefit from a longtime relationship with a previous publishing partner.

IDG's new partner, Brasileiros Editora, had been looking to add a tech component to its primarily BtoC portfolio, which includes a monthly magazine about politics, economics and culture; a bi-monthly magazine focused on modern art, related websites and a seminars division. Once they signed on with IDG, Brasileiros Group CEO **Patricia Rousseaux** and Editorial Director **Helio Campos Mello** hired **Silvia Bassi**, a previous IDG partner, as executive director and publisher of the newly created tech business, DigitalNetwork!Brasilieiros.

In her new role, Bassi will continue to manage the same brands that have been in the market for many years — Computerworld, CIO, IDGNow!, PCWorld and Macworld — while evaluating the potential for launching Greenbot and TechHive.

*The husband-and-wife team of CEO **Patricia Rousseaux** and Editorial Director **Helio Campos Mello** founded Brasileiros Group in 2007.*

Bassi brought over four journalists, a webmaster, audience manager, online marketing manager and administrative assistant to DigitalNetwork!Brasilieiros, and they join some 25 people from the parent company with whom they share event, marketing, video production and admin resources.

"As IT moves to be more pervasive in all aspects of our personal and professional lives, we can see opportunities to extend the presence of Brasileiro's advertisers to IDG properties, especially online," Bassi said. "Brasileiros has a good relationship with innovation agencies and government offices, so we can see opportunities for fostering new projects related to IT."

Brasileiros organized a conference on innovation last month, at which IPS President **Jim Sullivan** spoke and Bassi moderated a panel discussion. The company recently launched the beta version of InovaBR — a portal with articles, interviews and news about innovations in science and technology and other areas of human knowledge — that Bassi will help evolve.

*IDG International Publishing Services President **Jim Sullivan** and DigitalNetwork!Brasilieiros Executive Director/Publisher **Silvia Bassi** spoke at a recent innovation conference in Brazil.*

Commenting on the new alliance with IDG, Rousseaux said, "A contemporary media company that aims to dominate the digital universe needs to offer different interactive channels for the audience and deliver content in different formats. In this sense, nothing is better than finding a partner that offers excellent content and resources."

Write to Silvia Bassi. ■

# OneonOne

## Eric Knorr

*InfoWorld*

***The edtor-in-chief of InfoWorld is this week's columnist. Reach him at eric_knorr@infoworld.com.***

> "Because our experts routinely identify the hot-button issues, they light up key audience segments enthusiastic about specific enterprise tech topics. So we build traffic from the bottom up and only occasionally flog consumer-oriented topics with broad appeal. That's our basic strategy."

**Q What is InfoWorld's editorial focus and has that changed over the years?**

A For the first 20 or so years of its existence, InfoWorld was a weekly technology news tabloid that in the mid-'80s launched a Test Center — complete with white lab coats — and produced tons of product reviews that grew more and more ambitious and enterprise-focused over time. After the dot-com bust, InfoWorld became a weekly magazine, backed off news and ramped up enterprise reviews, as well as feature articles that addressed the business benefits of key enterprise technologies.

When InfoWorld dropped print in 2007, we dug deep to identify what differentiated us as a brand. We had little choice because, frankly, our online presence at the time was weak. And there it was staring us in the face: InfoWorld had accumulated contributors with huge levels of enterprise tech expertise coupled with ability to explain things in plain English. At the same time, partly because we're on the edge of Silicon Valley, we were seeing more and more interesting new tech.

This became the basis of the two-pronged strategy we talk about today: InfoWorld is primarily written by technical people who know their stuff and have the trust of a technical readership — and by virtue of that expertise InfoWorld is often first to identify new enterprise technologies that have legs, from Web services to SaaS to Hadoop to Docker. Executive Editor **Doug Dineley**, who has been leading InfoWorld reviews since 2003, has a phenomenal record of making the right judgment call on these.

Because our experts routinely identify the hot-button issues, they light up key audience segments enthusiastic about specific enterprise tech topics. So we build traffic from the bottom up and only occasionally flog consumer-oriented topics with broad appeal. That's our basic strategy.

**Q How has the relaunch of InfoWorld on the Apollo platform benefited the site?**

A It's a little early to say, since we relaunched in mid-September, but so far I can tell you visits have increased over 40% — and page views have increased a few percent as well, despite the fact that our pages are several times longer in the new design.

I actually don't anticipate this dramatic traffic increase will sustain itself at this level. One obvious effect of the relaunch is that Google apparently sees much of our old content as "new again" — I can tell because a bunch of old articles have gotten new traffic. This effect will taper off in time. In addition, we're putting increasing effort in gated Insider content, which sacrifices traffic in exchange for registrations that turn into quality leads. That's a tradeoff we're more than willing to make.

All that being said, there's no question we've come out way ahead, and for that we need to thank **Terri Haas**, **Matt Goebel**, **Sky Collins** and **Ryan Medlin** who designed the site. It's much more modern, easy on the eyes and easier to navigate.

I should also note that the new site also presented a significant challenge: Finding the right primary images for stories. In particular, we require a very large image format for our top story, which must work with the hed and dek. It's almost like doing a magazine cover every weekday. Our managing editor, **Uyen Phan**, got up to speed on this shortly after launch and has done a fantastic job. It's a key part of the new site's appeal.

**Q InfoWorld has been publishing Deep Dives since 2009. Can you briefly explain what these are?**

A Basically, Deep Dives are downloadable PDFs that address a certain technology topic in a comprehensive way. We have two types: sponsored Deep Dives and editorial Deep Dives. That distinction is a little misleading, though, because both are editorially driven.

For sponsored Deep Dives, InfoWorld editors come up with outlines, which sales then sells to advertisers as sponsored original content. These are typically 3,000 words in length and avoid conflict of interest by focusing on explanations of technology and techniques rather than product evaluations. When an outline is sponsored, I assign the Deep Dive to one of our expert authors without telling that author who the sponsor is. The sponsor gets to put its logo on a PDF containing quality original content, and we get long-form explainers that would be difficult for us to produce any other way. It all aligns nicely with our brand.

Editorial Deep Dives are more traditional assets — we wrap already published content into PDF format according to a theme. In packages with

*continued on page 6*

# IDG U.K.'s Audience Services team partners with editorial, marketing to drive record revenues

IDG U.K.'s programmatic team enjoyed record revenues in November, thanks to a unique collaboration with the editorial teams of PC Advisor and Macworld U.K.

Audience Services team Ad Tech Platforms Manager **Duane Thompson** manages the supply side platform Google Doubleclick AdX. The ad exchange is a real-time marketplace to buy and sell display advertising space. Thompson noted that during high-traffic events, such as Apple and Samsung product launches, he was able to manipulate the AdX auctions to increase auction pressure and raise bid prices. This meant that in times of high traffic he could drive up the yield on additional inventory.

Thompson reached out to the IDG U.K. Tech Media editors to get an understanding of the high-traffic events for which the team was planning. The editors shared their online events editorial calendar with the Audience Services team, adding in some detail as to what each event entailed, to whom it would be interesting and the likely uplift in traffic.

As a proof of concept Thompson trialed his idea using traffic built around the Google Nexus launch event in early November. He found that by creating a rule targeted by meta key values at a high floor rate to capture Android users, he was able to increase yield on the larger traffic numbers. This means that users were shown ads that were based around relevant content that related back to specific products based on keywords. For example, those searching for anything Android related were shown ads at higher rates and, with increased traffic around the launch, higher revenue was generated.

The event was successful, generating around $2,878 additional revenues on each of the days it was live, and increasing the eCPMs on programmatically traded pages by 22%. Subsequently Thompson worked with IDG U.K .Editor-in-chief **Matt Egan** to garner more information about upcoming editorial content pushes, and to understand on what pages that traffic would be delivered. They decided to target the busy Black Friday and Cyber Monday sales period.

DOMINIK TOMASZEWSKI

*By manipulating audiences during peak traffic times, Ad Tech Platforms Manager* ***Duane Thompson*** *helped IDG U.K.'s programmatic team capture record AdX revenue during the month of November. IDG U.K. Editor-in-chief* ***Matt Egan*** *(background) worked with Thompson to identify anticipated high traffic periods.*

Thompson takes up the tale: "I pulled out the U.K. and U.S. market to increase the floor prices for bidding around Black Friday content," Thompson said. "Both the U.K and U.S. have fully embraced Black Friday and both countries pay the most in terms of eCPM out of any predominantly English-speaking country. It made sense to isolate these two countries due to this fact, as buyers would be most likely to pay higher eCPMs around Black Friday content, in a bid to get the end user to interact and perform a sales conversion." Floor prices were raised at least 20% for large formats, standard IAB sizes and mobile MPUs during this period in relation to everyday prices. Regular eCPM prices were still left in place as a fallback strategy if buyers were not willing to pay the raised eCPM prices.

> "It's motivating for editors to see how our independent and unique content can have a direct impact on revenue."
>
> *Matt Egan*

To increase private auctions particular buyers were grouped together in mini auctions with high floor prices to bid on Black Friday inventory. Thompson worked closely with IDG U.K.'s AdOps department to increase the amount of inventory available to AdX before, during and after the Black Friday period, so that the Audience Services team could monetize as much as possible without affecting the delivery of direct campaigns. Additionally, extra ad units were temporarily placed in relevant places on Macworld U.K. and PC Advisor.

Meanwhile the editorial teams produced a blog that

*continued on page 5*

*continued from page 4*

# Record revenues

they constantly updated with the best deals as they were announced in the week before, and then during Black Friday and Cyber Monday. This generated more than 1 million page views across PC Advisor and Macworld U.K.

Using this strategy, Thompson and the Audience Services team were able to use that inventory to capture record AdX revenues in November, the total of $190,000 beating the previous record by 33%. The average yield on each page hit a record high, despite the additional inventory available to be traded. Macworld U.K. had its best ever month of online revenue.

There was also a ripple effect on price-comparison partnerships, with Amazon Black Friday deals leading to a 70% increase in affiliate revenues for PC Advisor and Macworld. This was due to the increased page views from an audience looking for deals. (IDG U.K. gets a percentage of revenue from Amazon when a buyer purchases an item after seeing a link for it on an IDG site and linking to Amazon by clicking on that link.)

And Macworld U.K. received a letter of appreciation from Premium Apple Reseller KCRS, which told Editor **Karen Haslam** that thanks to coverage in the blog the company "processed around 80 times the number of orders we would normally take on Friday, and a lot of the traffic was from Macworld."

Speaking about the Black Friday project, Egan said, "It's motivating for editors to see how our independent and unique content can have a direct impact on revenue. We're focused on building the biggest possible audience of U.K. tech consumers, covering events such as Black Friday, which are of great importance to that audience. Seeing our work utilized in such an innovative way is satisfying and exciting."

Best smartphones for Christmas 2014

***IDG U.K. consumer brands are focusing on content targeted at people looking to buy technology gifts for the holiday season. A specific channel of Christmas-purchasing inventory has been created.***

IDG U.K. Publishing Director **Simon Jary** said, "All the teams worked together to maximize traffic and revenues, which was a triumph for both searched-for content and commercial gain."

Noted Head of Business Operations **Rob Bradley**, "It's this kind of smart thinking that keeps IDG at the forefront of programmatic and ensures we use the intelligence the tech platforms offer us to the best of their ability.

"It was also a record month for private marketplace revenue, with 28% of overall revenue coming from direct deals with specific tech brands such as Panasonic and Microsoft. This proves an intelligent tech strategy mixed with traditional sales and account management to the demand partners is the right formula to gain maximum revenue," Bradley added.

Moving forward, the plan is to continually align Audience Services' team auction strategy with editorial content and audience development. Thompson has created programmatic channels of inventory in line with direct sales sections. This allows buyers a new way of accessing inventory without cannibalizing direct sales. The channels replicate the buying process that direct sales have in place, which means that buyers can, for example, quickly identify IDG U.K.'s laptop channel and buy this inventory, knowing that their ads will be placed around this specific content. Channel buying is a means to simplify the buying process programmatically. Advertiser blocks and floor rates are managed with input from the direct sales team so that prices are managed accordingly.

> "It's this kind of smart thinking that keeps IDG at the forefront of programmatic and ensures we use the intelligence the tech platforms offer us to the best of their ability."
>
> *Rob Bradley*

The next push is taking place right now, focusing on content targeted at people looking to buy technology gifts for the holiday season. A specific channel of Christmas-purchasing inventory has been created, while at the same time purchasers can bid on the new laptops, smartphones and tablet content channels.

Meanwhile, the editorial teams will continue to target high-traffic events as items around which to build content in order to grow the audience of U.K. tech buyers. And they will work with the Audience Services team so that the auction strategy can be manipulated to generate higher yields around popular content events.

Contact Duane Thompson or Matt Egan. ■

# Mobile@IDG Playbook helps customers become more mobile-centric

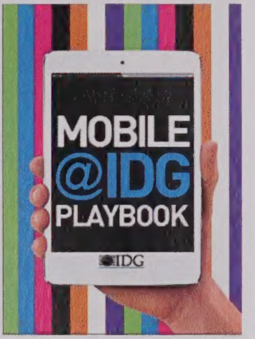
IDG's Mobile Strategic Development Center (SDC) has produced the Mobile@IDG Playbook, designed to position IDG as a global leader in the mobile category and available for business units worldwide. It was introduced at October's Global Product Line Meeting in Boston.

According to **Christina Carstensen**, who leads the Mobile SDC and serves as group client business director, IDG Global Solutions, the Playbook is both "an internal and external marketing product and positions IDG as a leader in mobile knowledge and as a company that will help our customers every step of the way on their journey to becoming more mobile-centric." IDG business units can use the English-language Global IDG Playbook or create a local version in their language, including specific local information and case studies.

The 36-page, color Playbook was adapted from IDG Sweden's "Mobibeln" ("Mobile Bible"). Launched in March, IDG Sweden's simple guide to the basics of mobile advertising and marketing was used to support and encourage customers to invest in mobile. Offering local case studies, it also covered why clients should advertise in mobile, best mobile designs and choosing the right format.

"Some of the IDG Sweden content could be repurposed for a global market and only needed translation," Carstensen said. "Combined with international IDG case studies and research findings from our 2014 IDG Mobile Survey, it became a comprehensive guide."

The Mobile@IDG Playbook offers a 10 Top Mobile Marketing Tips list. The first five, each of which include detailed suggestions, are: 1) Ask yourself if you're ready for mobile; 2) Launch a mobile-friendly version of your website; 3) Use responsive design for all pages great and small; 4) Target new device owners for holiday marketing; 5) Keep your mobile site simple, easy to navigate.



A PDF version of the Playbook has been distributed to all IDG business units, and print versions have been sent to international IGS clients and agencies in the U.K. It is also available on the IDG Mobile Hub on IDG Central.

"We had a fantastic response from both clients and agencies," Carstensen said, "with many requesting digital versions for their own internal distribution. It has definitely opened doors for meetings with potential new customers."

IDG Global Solutions' Mobile Advisory Board also contributed, with three members writing for the opening opinion section on "Why Mobile Marketing Is Important." The Advisory board was founded in 2012 and is a community of experts from key agencies and contacts. Board members offer input, ideas and expert advice on the mobile market, sharing their knowledge from the client and agency perspectives, thereby fostering future partnerships between the parties.

The Playbook was designed by members of the IGS marketing team including Marketing Director **Teresina Cardamone** and IDG EMEA Marketing Manager **Joe Altria**.

Carstensen said she expects the Playbook to be updated in mid-2015 following the results of next year's IGS Mobile survey.

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*continued from page 3*

## One on one

multiple articles we may write an intro to pull it all together. In our experience, these Deep Dives drive more Insider registrations than anything we produce. In general, they're a great way to attack the biggest problem in Web publishing: how to expand your site's promotional surface area so you can repromote older, excellent content you know readers would value as a reference.

**Q InfoWorld has coined the term "liquid computing." What's that?**

A Actually, it was Executive Editor **Galen Gruman** who coined that term. He's our resident expert on enterprise mobile. Liquid computing describes the effect of ad hoc networking among personal devices, where you can save state as you move from smartphone to laptop to tablet to desktop. For example, if you're in a meeting and adjusting a presentation on your tablet, when you get back to your office, you'll find that presentation served up on your desktop front and center. The first taste of this is the Handoff feature in OS X Yosemite and iOS 8, but Microsoft and Google are working on similar schemes for their device ecosystems. Thanks to Galen, it's a great example of a trend we're early in identifying.

**Q Robert X. Cringely, InfoWorld's snarky, undercover columnist has been "on staff" for decades. To what do you attribute his popularity and will his identity ever be disclosed?**

A Oh, that guy. Cringely is sort of the Hunter S. Thompson of tech journalism, or at least that's how he likes to see himself. Like many comedians, he skewers his objects of ridicule by combining over-the-top nonsense with a grain of truth. Readers seem to like that combination, with the added attraction that after all these years he's never learned how to censor himself, sort of like a dog who was never housebroken. Being anonymous sort of gives you that license, not to mention protection against physical harm — two very good reasons his identity will stay secret. Last I heard, he'd barricaded himself pretty well with Tor. ■

# IDG Germany presents annual employee awards for journalism, best practices projects

Last month IDG Germany recognized the achievements of exceptional employees by announcing the winners of two major annual awards at its company meeting.

The Excellence Award for IT Journalism is given to a journalist in recognition of content that has a high degree of ongoing value for the reader and has prompted a high degree of response from the media, readers and/or social media.

Five employee-submitted nominations were considered and evaluated by a judging panel consisting of IDG Germany's editors-in-chief. The panel considered journalistic quality, relevance, response, creativity and innovation and chose the following three winners.

IDG Entertainment Media Creative Lead/Web & Special Projects **André Peschke** wrote an article on the financial troubles of Germany's top game development company, Crytek. The article was linked to by a variety of international publications, helping to underscore GameStar's reputation as an investigative publication.

IDG Business Media Online Editor **Thomas Cloer** interviewed Yammer CTO Adam Pisoni on his plans for Yammer after it was acquired by Microsoft. The piece first appeared in Cloer's blog, then was edited for Computerwoche Online and later used in Computerwoche's print edition.

IDG Tech Media Editor **Peter Stelzel-Morawietz** created an article and slideshow for PCWelt online on how to install a Nexus 7 Tablet PC in a car. (A similar infotainment system costs 3,000 euros (US$3,700) to install.) He plans to create a video tutorial as well.

The best practice awards are given to employees responsible for projects and process innovations that have made a significant and sustained contribution toward reaching the corporate goals of IDG Germany.

Five winners and their projects were chosen from 19 employee-submitted entries. They were assessed according to implementation, positive reaction from readers, revenue/profit, sustainability and innovation.

The Best Practices awards went to:

- GameStar/GamePro News Show. Content Manager **Michael Obermeier** and André Peschke host this entertaining YouTube show that has become the most popular gaming-news program in Germany. The daily show averages 80,000 views per episode and had 2.5 million views from July to September 2014.
- Score & Lead Nurturing. Score is a tool that analyzes reader and user behavior and generates user profiles, enabling IDG Germany staff to better understand the reader's interests and his or her information needs. Score is used to generate leads for direct marketing activities, for content marketing activities and for identifying participants for IDG events. The project is managed by Head of Database Operations **Mirja Wagner**, Head of B2B Website Management **Stefan Huegel** and IDG Connect Manager **Mehmet Semerkant**.

Allen ein schönes Wochenende!

*Some of the winners and presenters from IDG Germany's recent awards program included (L-R): **Christian Löbering**, who moderated the awards program; **Stefan Hügel**; **André Peschke** (back); **Michael Obermeier**; **Daniel Visarius** (back); **York von Heimburg**; **Sandra Holleber**; **Karsten Linde**; **Heinrich Vaske** (accepting for **Thomas Cloer**); **Ralf Sattelerger** (accepting for Telekom Mario project).*

- GameStar Plus. This paid service enables subscribers to use GameStar.de without ads. It has increased reader revenue and increased the site's reach. From its launch in mid-2014 until the end of September, GameStar Plus had a 30% increase in online subscriptions. Director of Business Development **Daniel Visarius** manages the project.
- T-Systems "Zero Distance." In this complex 1.9 million euro ($23 million) international project, IDG Business GmbH developed websites for the T-Systems campaign in six countries as well as online advertising campaigns, social media activities, events and lead generation activities in those countries. Key managers were IDG Business Media Publisher **Michael Beilfuss**; VP Sales **Sebastian Wörle** and Director, Media Strategy & Marketing **Karsten Linde**.
- Telekom Mario Kart & Cup. IDG Entertainment and client Deutsche Telekom organized this first-time event during Germany's biggest gaming event, Gamescom, as a way to present Telekom as the perfect partner for the gaming and Youtube communities. Telekom will repeat the event next year. Key staff included IDG Entertainment sales, video and YouTube teams.

The best practices judging panel included IDG Germany CEO **York von Heimburg**, Beilfuss, six winners of the 2013 awards and one employee from each of the company's three trade unions.

Each winner receives an acrylic trophy, a bottle of champagne and a dinner at a Munich restaurant accompanied by the

# noteworthypeople

## Promotions

Ragan

**CSO** Staff Writer **Steve Ragan** has been promoted to senior staff writer. "Steve joined CSO in 2013 and, as a former IT guy with a focus on security, he brought an impressively deep level of knowledge, connections and understanding of the industry to the publication," said CSO Editor **Joan Goodchild**.

"Steve's proved his extreme value to CSO over and over again as one of the first reporters on many major stories, from vulnerabilities and malware such as Heartbleed and Cryptolocker, to high-profile breaches at Target, Home Depot, Staples and now Sony. Steve's connections range from black hats to white hats to anything in between, and that means he sometimes knows about news before the companies that are impacted hear about it.

"Steve's also responsible for a host of awareness content on the site. The guys responsible for sending out phishing emails should probably reconsider Steve as a target because when he gets one in his inbox, he turns it into an educational experience for CSO's readers. His slideshow, "How to spot a phishing email," originated from one such attempt several months ago and it continues to gain page views as one of our most popular pieces of content on the site.

"During his time with us, Steve has also been more than willing to jump in and help contributors and new staff members come up to speed on the complexities and nuances of covering security. His work ethic is unmatched as it is not uncommon for me to log on for the work week on Monday morning and find Steve has been following news and filed several stories during his free time over the weekend." sragan@cxo.com

## New employees

**IDC California** has hired **Yan Yan** as a research analyst, Worldwide Mobile Device Trackers. She comes from GfK where as a key account manager she analyzed the global consumer electronics market. She earned a B.S. in applied optics from China's Nankai University, MBA from UCLA and a Ph.D in physics from Lehigh University in Bethlehem, Penn. In her free time she enjoys outdoor activities. yyan@idc.com

Jimenez

New at **IDC Framingham** is Senior Inside Sales Representative **Jessica Jimenez**. A recent graduate of Boston College Law School, she also holds a B.A. in sociology and political science, she has managed the American Stock Exchange trading floor, negotiating equities and options trades on behalf of in-house and outside brokerage dealer firms. jjimenez@idc.com

Kouyoumji

**Vana Kouyoumji** joins **IDG Global Solutions**' San Francisco office as a program coordinator, a title she most recently held at The Economist. She earned a B.A. in global studies from the University of California/Santa Barbara and an M.A. in public administration from California State University/Northridge. She enjoys photography, crafts, travel and Netflix marathons. vana_kouyoumji@idg.com

Previously head of production and a founding member of Vox Media, Inc. **Kyle Kramer** joins **IDG.tv** in New York City as VP, Video Programming. He will oversee video content creation for IDG.tv and beyond. He earned a B.A. in film and television arts from California State University/Northridge and enjoys writing fiction, watching football and collecting vinyl records. kkramer@idgcommunications.com

McGinty

New at **IDG Global Solutions**' U.K. office is Senior Director **Jim McGinty**. Previously group publishing director with Incisive Media where he restructured the sales and editorial teams in line with a digital-first publishing model, he holds a B.A. in English and politics from the University of Exeter. In his free time he enjoys football, particularly Charlton Athletic, live music, "drinking real ale and eating curry." jim_mcginty@idg.com

Shah

Also new at **IDG Global Solutions U.K.** is Director, Strategic Clients **Preya Shah**; she was previously commercial director of Incisive Media's Legal Week. She earned a B.A. in management from the University of Leeds and enjoys world travel, new cultures and spending time with family and friends. preya_shah@idg.com

Ditri

Previously head of commercial development and partnerships with Future PLC., **Don Ditri** joins **IGS U.K.** as program architect. A graduate of Liverpool University, he holds a B.A. in business studies and enjoys running, badminton, tennis, scuba diving and home renovation. don_ditri@idg.com

## anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

***32***
***Rick Ciliberto*** *U.S. Media Group*

***27***
***Karen Timons*** *IDC*

***24***
***Seanne Maguire*** *IDC*

***22***
***Wieslaw Pawlowicz*** *IDG Poland*
***Maryfran Johnson*** *IDG World Expo*

***20***
***Michelle Tompkins*** *U.S. Media Group*

***18***
***Elisabeth Rainge*** *IDC*

***16***
***Laura Hilliard*** *IDG Global Solutions*

***15***
***Suzanne McMillen*** *U.S. Media Group*

***14***
***Kevin Kane*** *IDC*

***11***
***Dawn Schartner*** *IDC*

***10***
***Dawn Bomba*** *IDC*

***9***
***Lotta Nylund*** *IDG Sweden*

***8***
***Kathy Sullaway*** *CIO Executive Council*

***7***
***Caroline Delin*** *IDG Global Solutions*
***Precious Costales*** *IDG Digital Media Group*

***6***
***Evelyn Gonzalez*** *IDC*
***James Stone*** *IDC*

***5***
***Bhavna Verma*** *IDG Digital Media Group*
***Kristin Jeannotte*** *IDG World Expo*

***4***
***Brian Winkley*** *CIO Executive Council*

***2***
***Abdulaziz Alanazi*** *IDC Saudi Arabia*
***Mathew Wisniewski*** *IDC*

***1***
***Anita Tapert*** *IDG Poland*
***Aleksandra Zygarska*** *IDG Poland*
***Abed Hakim*** *IDC Middle East & Africa*
***Iryna Melnychuk*** *IDC Ukraine*
***Mike Toney*** *IDG Strategic Marketing Services*

*All business units and publishing partners are welcome to send information about new and promoted employees for the Noteworthy column as well as anniversary information. Please send your news to world_update@idg.*

# celebrating10

## Dawn Voyta-Petersen

*Director, SEO*
*U.S. Media*

**Home**
Berlin, Mass.

**Joined IDG**
February 2000 as an Administrative Assistant.

**Current title**
Director, SEO. Leadership of organic search and social strategies, processes and analytics for all websites that are a part of U.S. Media.

**Three things I do in a day's work**
Check Google webmaster tools for every website to make sure there are no changes in impressions or clicks. Check Twitter, Google+ and other social media to retweet/share our stories and to make sure that no one is talking about any algorithm changes at Google. Answer a million little questions that could have an impact on how a page is ranked for technical things, like best URL pattern or which schema tag to wrap around an author name on a topic page.

**Most challenging part of your job**
Staying current on the constant changes at Google.

**Best part of your job**
I have such a natural curiosity of how web-related things work, and I get to use it every single day.

**What's kept you at IDG for 10 years?**
The people and the culture are a huge part of why I love working at IDG but also the feeling of endless possibilities.

**Best compliment you've received on your work?**
A high-five from **Michael Friedenberg** for a side-project that I worked on with Bill Rigby.

**One thing you've learned during your time at IDG**
Anything is possible, and you can have fun doing it.

**Interests outside the office**
I love to play with my two Golden Retrievers, work on home improvement projects and travel.

**Family**
Spouse is Jane, and we have two sons: Jacob, 27, and Lucas, 20.

**Most rewarding thing you've ever done**
I volunteered for Mass Equality and designed the wedding album that was given to all of the state representatives before the vote to become the first state to legalize same-sex marriage. It was a book full of pictures and stories of families and how they were affected by not having the legal right to marry.

JOE MOLA

***Dawn Voyta-Petersen** joined IDG as an administrative assistant at ITworld.*

**Dream destination**
I am already planning Australia for my 20th.

**What talent do you wish you had**
Singing! I love to sing but I just don't have the pipes.

**Collection**
Magnets. It's the only thing we bring back from vacation.

**Favorite celebrity encounter**
I met Hulk Hogan in a bar when I was 19. I still have the cocktail napkin with his autograph on it.

**Your last meal would be**
Anything chocolate.

**If you won the lottery tomorrow, you would**
Share the money with all of my family and friends. Then go on an around-the-world cruise.

**Retirement dreams**
Open a doggie daycare so I can play with dogs all day.

**Manager's profile**
In every role she's played at IDG Dawn's been out on the edge of best practices, pulling us toward better performance. She's got a real knack for turning out weaknesses into our strengths ... including the patience and the great coaching skills it takes to advocate for change. He new role leading SEO for IDG US grew out of that brilliant streak in her character. She's always been a treat to work with. She makes me challenge myself and working with Dawn has been a great, productive partnership for a long time now.

*Matt Goebel, VP, User Experience and Digital Products*

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## thanksto

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**Silvia Bassi** *DigitalNetwork!Brasilieiros*
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**Matt Goebel** *U.S. Media*
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**Eric Knorr** *InfoWorld*
**Christine Zwinger** *IDG Germany*
**Anulekha Shetty** *IDC MEA*
**Dawn Voyta-Petersen** *U.S. Media*

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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 10 - page 8

# DEMO organizers revamp agenda to add more educational options

DEMO Global Showcase
Neal Silverman
SVP & General Manager
DEMO

*New product launches remain central to DEMO's mission with 39 startup companies — including Apple co-founder Steve Wozniak's Primary Data — introducing their offerings to nearly 1,000 attendees.*

**SEE MORE ON PAGE 4**

## Also inside

IDGE's Latchford demonstrates the power of networking event for client CDW

One on One: IDG International Publishing Services President Jim Sullivan

*IDC Brazil colleagues spend a day out of the office white water rafting, hiking and playing soccer.*

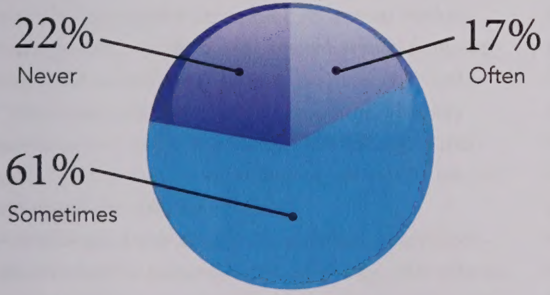
**SEE MORE ON PAGE 7**

*Celebrating 10: CIO.com Senior Editor Al Sacco marks a decade of service to the company.*

**SEE MORE ON PAGE 8**

## Question of the week results

How often do you use a smartphone to compare prices elsewhere when you are in a store?



**Log on to www.idgcentral.com to vote on this week's question:**

Compared with last year, how much of your holiday shopping will you be doing online this year?

CLICK HERE

## IDG TechNetwork China opens for business in Beijing

Some 30 tech media and e-commerce executives gathered in Beijing to celebrate the August launch of IDG TechNetwork China and learn about its services.

*IDG Tech Network East Coast Sales Director* ***Keith Linden*** *talks with IDG TechNetwork China CEO* ***William Xu*** *(center) and Yesky Operations Director Shan Gao (right).*

Now with a staff of six and a network of 50 sites, IDG TechNetwork China offers local companies the ability to reach Chinese audiences worldwide through programmatic advertising. IDG TechNetwork China CEO **William Xu** said his main goals for 2015 will be to continue to build the infrastructure to support Tech Network China, work with TechNetwork in the U.S. to integrate the two networks and meet FY2015 sales goals.

# IDGE's Latchford demonstrates power of networking activity for client CDW

The surest way to a client's heart is through its stomach. It was a hypothesis **Michael Latchford** had been wanting his client to test for several months. And when he received an invitation to attend CDW's annual offsite planning meeting last month at the company's headquarters in Vernon Hills, Ill., he saw his opportunity.

Latchford, VP of Alliance Marketing at IDG Enterprise, has been working with CDW since joining IDGE almost two years ago, after a five-year tenure with IDG Global Solutions. A reseller representing a number of companies including Microsoft, IBM, Avaya, Cisco and many others, CDW partners with IDG on a range of marketing programs for its own customers and prospects. Events are a large and growing part of those programs, responsible for well over 50% of account revenue in 2014, Latchford said. "Given the large number of events we do with CDW [more than 35 this year], it is a constant challenge to introduce new ideas, new venues and new formats to keep things fresh," he said.

The idea of using a cooking class and/or chef demonstration to encourage networking at a custom event had been percolating for some time, said Latchford, who has worked with the IDG Enterprise events team to successfully integrate other learning/networking opportunities and venues such as a wine education session/pairing by a sommelier, a Yankee Stadium tour and Carnegie Library at Mt. Vernon Square, in Washington, D.C., into day and evening customer summits on behalf of CDW. He had been talking to CDW about the idea of incorporating a cooking experience into one of its events, and when the company suggested combining its annual marketing meeting with Latchford with its own annual planning meeting, he decided it was time to do more than talk.

"When we hold our quarterly meetings, I usually plan some sort of lunch or a dinner that follows," Latchford said. "This time, I asked if they would mind if we did something off-site and they agreed."

A challenge arose almost immediately when Latchford discovered the suburban area of Vernon Hills offered few culinary options beyond the typical chain restaurant. "I called one of the only restaurants in the immediate vicinity, and the woman who answered the phone dismissed me with a 'We don't do that sort of thing' and hung up."

*IDG Enterprise VP of Alliance Marketing* ***Michael Latchford*** *(front, left) and the CDW marketing team get schooled in the creation of gourmet pizza.*

Undeterred, Latchford called back to speak to the manager. After explaining again what he was looking to do and pointing out the potential benefits of experimenting with a new event concept, the manager agreed to provide a private room, the services of his chef and all the ingredients needed to create gourmet pizzas, which the 15 members of the CDW marketing team would take home with them. In addition, the chef demonstrated how he prepared various components of the three-course meal they would enjoy later in the day, while Latchford offered suggestions and explanations for appropriate wine pairings.

"The overall experience was very well received by the CDW marketing team," Latchford said. "It was a tremendous day, and they absolutely saw the value of such an activity for their own customer-facing events. We spent almost six hours together in that room, having fun, learning and strengthening our overall relationship. It did for us exactly what we were trying to show them it would do for their customer relationships."

> "It was a tremendous day, and they absolutely saw the value of such an activity for their own customer-facing events."
>
> *Michael Latchford*

Latchford said CDW may incorporate a similar cooking activity into some of its custom IDGE-produced events later in FY15.

For more information, contact Michael Latchford. ■

# OneonOne

## Jim Sullivan

### *IDG International Publishing Services*

***The president of IDG International Publishing Services is this week's columnist. Reach him at jim_sullivan@idg.com.***

> "We have found that working with local experts as license partners is a great way to expand the reach of the IDG brands and to continue to grow the audience that IDG reaches across the globe."

**Q What is IDG International Publishing Services?**

A IDG International Publishing Services (IPS) is an IDG service group based in Boston at the IDG corporate headquarters. IPS is a combination of the IDG News Service, IDG licensing and IDG World Update/IDG Central. IPS works with almost every group within IDG and is in a unique position to see the full breadth of IDG from a global view. Our licensing group manages relationships with more than 40 license partners that operate in more than 70 countries. The IDG News Service is the content engine for sharing all of IDG content throughout the organization. The News Service covers the global IT industry with journalists and editors in over a dozen countries around the globe. The News Service is a leader in content creation for the company.

IPS is also very involved in many other special projects throughout IDG. IPS staff are an integral part of the planning and execution of the Global Product Line Meeting each year as we help set the agenda, locate/manage/execute the meeting facility and develop meeting theme and appearance, etc. Our IT department has been involved with many different projects that impact IDG globally, as their current work with Apollo can attest. We are updating and adding to the idgcentral.com site managed by our World Update staff to assist with the applied learning initiative that began earlier this year. IPS wears many hats as we try and make IDG a more successful organization.

**Q What is IDG's licensing strategy? Why do we have wholly owned subsidiaries in some markets and licensees in others?**

A IDG has always had a global vision starting when Pat McGovern expanded outside the United States in 1972 with the launch of Shukan Computers in Japan. IDG expanded quickly from that point setting up owned and operated companies in most of the larger markets around the globe. During the past 25 years or so, IDG has expanded mostly by entering into license agreements with local media companies. We have found that working with local experts as license partners is a great way to expand the reach of the IDG brands and to continue to grow the audience that IDG reaches across the globe. The decision on wholly owned or licensed market is made on an individual basis. The licensing business allows IDG to expand into more and more markets with less risk and utilize experts from local markets to ensure the business is successful.

**Q How do you determine the appropriate time to enter a new market via a licensing partner? In what countries are you actively looking for new partners?**

A We are always looking to expand the reach of IDG and its brands. As we are active in most of the top economies of the world, we look toward those markets where growth rates are expected to be highest in the coming years. In the past decade there has been a push for global growth into the BRICS countries; Brazil, Russia, India, China and South Africa. IDG is operating in each of those markets in some form or fashion. The next wave with lots of press coverage seems to be the MINT markets of Mexico, Indonesia, Nigeria and Turkey. We are operating in Mexico, Indonesia and Turkey right now with license partners and are actively looking for quality local partners in more markets in Africa. We also see a need to focus on the Latin American market as a regional, common-language market and expect future growth from that area. Economic growth is the biggest factor in focusing on any particular market, but digital media adoption, Internet penetration, broadband connections, etc. all play a role in deciding where we focus our efforts.

**Q What sort of support does IDG offer its licensing partners?**

A IDG is unique in its offerings to partner companies. Most of the international media companies that license content just share content or brand and let the local group sink or swim on its own. At IDG we license by brand and make all content and rich media available to our partners through the IDG News Service or through ftp sites. IDG allows and encourages its partners to attend all of our internal meetings that share best practices and discuss business trends and our changing business environment. By attending our Global Product Line Meeting and accessing idgcentral.com, our partners have direct access to the institutional knowledge of all of the best and brightest at IDG.

IDG partners also have access to working with the new media parts of IDG on a local basis. Our partners are able to work with IDG Connect and IDG Direct to enhance their local demand generation and telemarketing offerings. Partners are

*continued on page 7*

# DEMO organizers revamp agenda to include more educational opportunities

Organizers of DEMO Fall 2014, the annual new technology showcase held last month in San Jose, Calif., revamped the two-day show's schedule this year to include more educational components for its nearly 1,000 attendees. The morning sessions were devoted to new product launches from 39 companies, while the afternoons were packed with deep dive panels, round tables, interviews and breakout sessions offering a start-up industry overview and problem-solving workshops.

"DEMO has always been a platform to launch products, but now we want to help startups that have launched products gain traction, grow and scale," said **Neal Silverman**, IDG Enterprise SVP, DEMO.

First-day speakers included a keynote Founder School session, in which company founders talk about how they created their firms. Peter Thiel, entrepreneur and venture capitalist, spoke on "How to Build the Future," and other sessions included a deep dive into "What Comes after Mobile" with Benedict Evans, a partner at Andreessen Horowitz; and a DEMO alumni update with Marcus Weller, CEO of Skully Helmets.

New breakout sessions, called DEMO Challenge: Helping Businesses Solve Real Problems, tackled the three challenges of manufacturing, marketing and technology. Discussions were led by a C-level, VP or line-of-business executive and an expert in each area, such as a venture capitalist, founder or industry analyst (among them **Stephen Elliot**, IDC VP of research and **Marc Strohlein**, adjunct research adviser at IDC). The business leader described the problem to be solved and the attendees, advised by the expert, came up with the technologies and products that address it, along with areas where new products could be developed.

*Apple co-founder Steve Wozniak (l), launched his new company, Primary Data, at DEMO. "That's a huge endorsement of the power and credibility of DEMO as a launch platform," said Erick Schonfeld, DEMO executive producer (right).*

*DEMO Executive Producer Erick Schonfeld (l) and **Neal Silverman**, IDG Enterprise SVP, DEMO, on stage at last month's DEMO Fall in San Jose, Calif.*

DEMO Founder Workshops, led by startup founders, looked at different aspects of building or working with a startup. Attendees could choose among sessions such as "How to Hack Growth," "How to Sell to the Enterprise," "How to Go Global from Day One" and "Busting B2B Sales Myths."

Each day also included Traction Sessions in which leaders of notable startups with fast-growing products took the stage to talk about how they grew their companies and attracted new investors.

> "We look for products that can live up to our tagline of 'New tech solving hard problems.'"
> *Neal Silverman*

Now in its 24th year, DEMO would not be DEMO without new product introductions. This year's categories included Enterprise, the Work Cloud, Wearables and Hardware, Mobile, Smart Data, the Internet of Things, Bitcoin and Personal Finance and Messaging. One of the Enterprise presenters was Apple, Inc. co-founder Steve Wozniak, who launched his new company Primary Data at DEMO. "That's a huge endorsement of the power and credibility of DEMO as a launch platform," Silverman said.

"The innovative entrepreneurs showcased at this

*continued on page 5*

*continued from page 4*

# DEMO Fall

year's DEMO Fall are what continue to make DEMO a must-see event," said Erick Schonfeld, DEMO executive producer, "and they collectively point to where technology is taking us." Schonfeld and Silverman made the final selection of this year's demonstrator companies.

"We look for products that can live up to our tagline of 'New tech solving hard problems,'" Silverman said. "That's our mission, to find products that are unique, not me-too, in the marketplace, ones that leverage technology to create businesses that are altogether new or disrupt older business models."

*The DEMO team: front row (l-r): **Anne McCrory,** VP, Marketing and Content Strategy, IDG World Expo; **Debra Becker,** senior marketing director, IDG Enterprise; and **Neal Silverman,** IDGE SVP, DEMO. Back row: **Mollie Moran,** registration coordinator, IDGE; **Ashley Starr,** senior event planner, IDGE; **Diana Scott,** client relations specialist, IDG World Expo; **Deb Begreen,** senior director, Events, IDGE; **Jillian Hall,** event content specialist, IDGE; and **Mary Dolaher,** CEO, IDG World Expo.*

Silverman pointed to demonstrator Student Loan Benefits — which provides a way for employers to seamlessly offer a 401(k)-like match to new employees to greatly reduce their student-loan debt — as a prime example of what he and Schonfeld look for in potential demonstrators. "Student Loan's technology wasn't amazing, but the company has a very unique business model that solves the problem of national student debt and companies needing better retention and recruiting tools for keeping talent."

In the Work Cloud category, Student Loan Benefits was one of the five DEMO God Award winners, demonstrators who exhibited the most potential to thrive in the market as well as gave the best DEMO presentations. The others included the following:

- Wearables and Hardware: Curb, which tracks home energy usage in real time and provides actionable analytics.
- Mobile: PathSense, a software development kit for any iOS or Android app that provides GPS accuracy with much less battery drain.
- Smart Data: Celect, which allows precise retail product allocations personalized to buying patterns at individual stores and Ghostery, which lets its users easily detect and control web bugs that allow the collection of data on the user's browsing habits.

> "Student Loan ... has a very unique business model that solves the problem of national student debt and companies needing better retention and recruiting tools."
>
> *Neal Silverman*

New this year was a winner from the Traction Showcase, which brought 20 post-launch enterprise companies that have raised an angel round or graduated from accelerator programs to display in the DEMO Pavilion and present privately to the DEMO CIO Council, a business partnership formed in conjunction with the CIO Executive Council (CEC). CIOs from enterprise and IT companies are invited to join this subset of the CEC, which gives them the opportunity to meet the creators and demonstrators of new, emerging technologies; in turn those demonstrators get to meet with the CIOs as potential buyers from large companies. Templafy, which manages companies' business document templates, was chosen the Showcase winner.

Also making appearances on the DEMO stage in the DEMO Global Showcase were the six and five, respectively, DEMO God Award winners from this year's DEMO Brazil and DEMO Africa. Each international startup was given 90 seconds to demonstrate its product. (The DEMO Fall audience was equally international with attendees from China, Australia, Taiwan and a delegation from Mongolia, according to Silverman.)

"We traveled the world, meeting with promising startups to look for solutions that harness emerging technology to tackle big problems," Schonfeld said. "The core concept of creativity is looking at problems in new ways, and that is what we celebrated onstage at DEMO Fall."

A new event, DEMO Traction, an expanded version of the Traction Showcase for 40 invited post-launch enterprise companies, will be held April 22, 2015, in San Francisco. DEMO China and DEMO Brazil will be held in the spring of 2015, as will a new one-day DEMO in Pakistan; DEMO Africa will be held in the fall of 2015. For more information click here or contact Neal Silverman. ■

# noteworthypeople

## Promotions

*Butler*

**Network World** Senior Writer **Brandon Butler** has been promoted to senior editor. "Since joining us in early 2012, Brandon has become an expert on the hugely important topic of cloud computing," said **Bob Brown**, online executive editor, News. "He no doubt knows way more about Amazon EC2 instances than Jeff Bezos does and recognized early on that Docker is a key cloud technology not to be confused with a men's pants brand. This past year he started a blog for us called Cloud Chronicles that lets him work in more opinion on top of his already strong reporting about enterprise cloud rollouts and the latest from vendors such as IBM, HP and Google. Brandon's expertise hasn't gone unnoticed by the outside world either, as he has become a sought-after guest on podcasts and news broadcasts." bbutler@nww.com

*Gold*

**Network World** Staff Writer **Jon Gold** is now senior writer. "Since joining our staff in early 2012, Jon has used his excellent writing skills and all-around technical knowledge to cover sexy topics such as mobile networking, open source and, the sexiest of them all, application performance management," said Brown. "Jon's not afraid to get his hands dirty. He has written first-person accounts on using Oculus Rift and building his own computer. An authoritative writer, Jon's not shy about working opinions into his pieces, whether they have to do with Android, Linux wars, net neutrality or, especially, the World Cup." jgold@nww.com

## New employees

**Linnéa Sjölund** joins **IDG Sweden** in Stockholm, Sweden as a commercial editor. She was previously an online editor at Aftonbladet's fashion and beauty site, theyouway.com, where she edited freelance content, updated the site and optimized traffic. She holds an M.A. in culture and media production from Sweden's Linköping University and enjoys reading, travel and Netflix. She recently "completed my goal of running every other morning for two months in a row. I never thought I would have that in me!" linnea.sjolund@idg.se

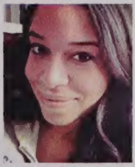
*Sjölund*

*Malm*

Also new at **IDG Sweden** is Reporter **Christoffer Malm**. He, too, comes from Aftonbladet where he was a news reporter; he has also worked in social media at Swedish Public Radio. He earned a B.A. in journalism from Sweden's University of Gothenberg and enjoys weight training, cooking and watching television. christoffer.malm@idg.se

*Nilsson*

Previously a web editor and reporter with Göteborgs-posten, **Sophia Nilsson** joins **IDG Sweden**'s digital newsdesk as a reporter. A graduate of the University of Gothenburg with a B.A. in journalism, she enjoys music, theater and art. sophia.nilsson@idg.se


*McNeal*

**IDG TechNetwork** has hired **Ameera McNeal** as a marketing specialist; she was previously sales development manager at Time Out North America. A graduate of the University of Pittsburgh, she holds a B.A. in journalism and enjoys writing fiction, playing volleyball and watching The Twilight Zone and Turner Classic Movies. "I am also a closeted fashion addict and love to collect vintage fashion pieces." ameera_mcneal@idgtechnet.com

*Loziuk*

Previously a communications specialist with research and consulting firm Greenwich Associates, **Andrea Loziuk** joins **IDC Canada** as a marketing and client liaison specialist. She earned a B.A. in journalism from Ryerson University in Toronto, Ontario, and enjoys cycling, snowboarding, music and yoga. aloziuk@idc.com

PETER SHORT

*Bassett*

**IDC Framingham** has hired **Bryan Bassett** as a research analyst with the Mobile Enterprise Devices group. He was previously a lead device manager with OnMobile Live and holds a B.A. in English and journalism from Boston's Emmanuel College. In his free time he enjoys writing, woodworking and golf. bbassett@idc.com

PETER SHORT

*Scarsella*

Also new at **IDC Framingham** is Research Manager, Mobile Phones **Anthony Scarsella**. Previously chief gadget officer at Gazelle.com where he monitored device trade-in activities in the consumer tech market, he earned a B.A. in international business from Lasell College in Newton, Mass. A citizen of both the U.S. and Italy, he is an avid cook, traveler and soccer fan; he and his wife are expecting their first child in April. ascarsella@idc.com

*Patade*

**IDG TechNetwork** has hired **Sagar Patade** as a web developer; he was previously a computer system architect/engineer with Squeaky Wheel Media. He earned a B.S. in computer engineering from Mumbai University in India and an M.S. in information systems from New York's Pace University. Away from the office he enjoys playing cricket, reading tech blogs and travel. sagar_patade@idgtechnet.com

## Et cetera

*Constantin*

**Lucian Constantin**, the **IDG News Service**'s Romania correspondent, has been awarded an honorable mention in the Top Cyber Security Journalist Awards from the SANS Institute, the cooperative research and education organization for security professionals. Constantin won for his story "Users face serious threats as hackers take aim at routers, embedded devices." Honorees were selected by their peers from a field of more than 100 journalists through a multi-step nomination and voting process. lucian_constantin@idg.com

## Wanted: Your office photos

The Photo of the Day feature on IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. (or at a local road race, like these IDC Asia/Pacific employees). Send the photo with a short description to idgcentral@idg.com.

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

*20*
***Peter Mayer*** *IDG List Services*
***Joan Olson*** *IDG U.S. Media*

*17*
***Joseph Howard*** *IDC*

*15*
***John Cooney III*** *IDG Corporate Services Group*

*14*
***Joachim König*** *IDG Germany*
***Kathy Rebello*** *IDG TechNetwork*

*12*
***David Senf*** *IDC Canada*

*9*
***Karen Massey*** *IDC*
***Lisa Kue*** *IDC*
***Lisa Kerber*** *IDG Digital Media Group*
***Joyce Carpenter*** *IDG Enterprise*
***Martin Horcicka*** *IDC Czech Republic*

*8*
***Karsten Weide*** *IDC*

*7*
***Phuong Hang*** *IDC*
***Zoe Crowder*** *IDC*
***Zeynep Kilic*** *IDC Turkey*

*6*
***Marcus Torchia*** *IDC*
***Tom Drummond*** *IDG U.K.*
***Jairo Moreno*** *IDC Mexico*

*5*
***Jason Cross*** *IDG Consumer & SMB*
***Natasha Deboo*** *IDG Connect*

*4*
***Claudia Ferrentino*** *IDC Italy*
***Ouafa Kathir*** *IDC North Africa*
***Peter Kosinar*** *IDC Czech Republic*

*3*
***Richard Ryder*** *IDG Technical Services Group*
***Yelena Zamacona*** *IDG Vietnam*

*2*
***Warren Shiau*** *IDC Canada*
***Marilyn Carr*** *IDC Canada*
***Alejandro Germenos Ramirez*** *IDG Digital Media Group*
***Ada Fredelius*** *IDG Sweden*
***Erin Naillon*** *IDC Czech Republic*
***Daniel Rosiczka*** *IDG Poland*

*1*
***Jaroslav Kacer*** *IDC Czech Republic*
***Dalibor Vanicek*** *IDC Czech Republic*
***Malgorzata Buchelt*** *IDG Poland*

*Send information for the anniversary column to world_update@idg.com.*

## IDC Brazil rides the rapids

IDC Brazil employees took a day off from being inside their São Paulo office recently to enjoys some outdoor activities. Some went rafting on Rio Abaixo Juquitiba while others opted for hiking or soccer.

*(L-R):* ***Reinaldo Sakis****, manager, Consumer and Commercial Devices, Brazil;* ***Jade Pegas****, intern;* ***Jhonatan Tola****, intern; and* ***Edite Lopes****, finance analyst, Latin America.*

*(L-R):* ***Pedro Hagge****, analyst, Consumer and Commercial Devices, Brazil;* ***Fábio Martinelli****, software analyst, Brazil;* ***Karina Lavor****, intern;* ***Wellington La Falce****, intern; and* ***Guilherme Tejada****, demand side analyst, Latin America.*

*continued from page 3*

## One on one

also able to work with the IDG TechNetwork by offering their unsold inventory for sale on the network, and they also sell local TN traffic to their local advertising customers. By allowing partners access to these lines of business they become market leaders in their respective countries and are able to grow their business in new ways.

Another of the advantages of working with IDG is the international sales representation that all our partners receive from IDG Global Solutions. As IGS markets the entirety of the IDG portfolio, our license partners see incremental revenue from regional and global campaigns that they typically wouldn't have access to.

**Q How has your involvement in FIPP been beneficial to IDG?**

A When my predecessor David Hill retired this past June, I was asked to join the Federation of International Periodical Press (FIPP) board of directors. FIPP is a member-based international organization that represents publishers, suppliers and associations within the media industry. FIPP has over 700 members from 60-plus countries and includes most of the world's leading magazine brands. As a FIPP board member I get to hear directly from executives at other large media companies that operate on an international basis and learn from their experiences. The connections FIPP creates for IDG to other global media companies are invaluable and having personal relationships with media executives in almost any market in the world is extremely helpful as I manage our licensing business. As a member of FIPP IDG has access to all the resources FIPP makes available to its member companies. I'd suggest taking a look at the FIPP site, and check out all the training and business development opportunities. ■

*Recent One on one columnists have included IDC President* ***Kirk Campbell****, IDG Communications Worldwide CEO* ***Michael Friedenberg****, IDC Japan President* ***Masato Takeuchi*** *and IDG U.K. TechMedia Editor-in-chief* ***Matt Egan****. Read their columns (and more) here.*

# celebrating10

## Al Sacco

*Senior Editor*
*CIO.com*

## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Akemi Kimura** *IDC Latin America*
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**Joined IDG**
March 2014, CXO Media Editorial Assistant

**Current title**
Senior Editor, CIO.com. I edit a number of freelance writers and one full-time staff writer. I've been doing some light editing of IDG Contributor Network bloggers, as well. I also write a variety of article types on the subjects of mobile devices, mobile platforms and wearable technology.

**Three things I do in a day's work**
Edit, write and rewrite.

**Most challenging part of your job**
Balancing all of my different duties. My job title says editor, and I do a lot of editing these days, but I'm still a writer as well. It can be difficult at times to cover conferences, events or product releases while regularly communicating with the writers I edit and making sure their work is clean and ready to post when we need it.

**Best part of your job**
Talking to so many smart and inspiring people on a daily basis.

**Job perk**
Toys. I get to play with lots of new tech toys.

**Best compliment you've had on your work**
I take a lot of pride in the product reviews I write. I don't write too many of them, but when I do I spend a lot of time with the gadgets, and I always try to write truly insightful — and perhaps more importantly — unbiased evaluations that clearly stand apart from the average reviews. I know when I've done a good job of this, because readers reach out to tell me as much. Those comments mean a lot to me, because they validate my efforts.

**What you're doing to be a better employee**
I try to constantly refine my craft. I also make it a point to help out my coworkers and colleagues in any way that I can, and I always put forth my best effort in any task that I take on.

**Interests outside the office**
I'm an avid Red Sox, and Boston sports, fan. I also spend a lot of time thinking about, talking about, writing about and drinking craft beer.

JOE MOLA

***Al Sacco** joined the company as an editorial assistant in 2004, following an internship with the company while a student at Northeastern University in Boston.*

**What skill do you wish you had**
Development and coding skills. I'd love to be able to create my own mobile apps.

**Fantasy job**
Novelist

**First job**
Working the cash register at McDonald's.

**What it taught you**
Eating as many Chicken McNuggets as possible while your boss isn't looking sounds like a better idea than it really is.

**Favorite gadget**
My smartphone. I switch devices very often, and I sometimes carry multiple phones at one time, but my smartphone is the only piece of technology that I feel like I really "need." I honestly cannot remember the last time I left my home for even a few minutes without at least one smartphone.

**Manager's profile**
"Al continues to bring fresh insight and dedication to CIO.com. He leads our mobile coverage and has directed its evolution from Blackberry to iPhone and Android. Al has continued to drive traffic to CIO.com with his mobile coverage while also working with key freelancers and playing a major role in our editorial strategy. Here's to another great 10 years, Al."
*Dan Muse, editor-in-chief, CIO.com*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

1 DECEMBER 2014 | VOLUME 44, NUMBER 46 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | FEATURE - page 4 | ANNIVERSARIES - page 10 | CELEBRATING 10 - page 11

## IDC A/P celebrates successful ICT Predictions, FutureScape Briefings

*After months of extensive preparation, IDC Asia/Pacific presented its regional Predictions for 2015 to IT sellers and buyers in Singapore last month.*

**SEE MORE ON PAGE 2**

## Also inside

One on one: IDC President & CEO Kirk Campbell on 2015 priorities, DecisionScapes products and more

Job hoppers: colleagues find opportunities to reroute their careers

THINK TECH
THINK IDG
REACH A GLOBAL AUDIENCE OF 280M IN 97 COUNTRIES

*Download graphics files and PowerPoint slides and templates from the 2015 IDG Corporate Overview.*

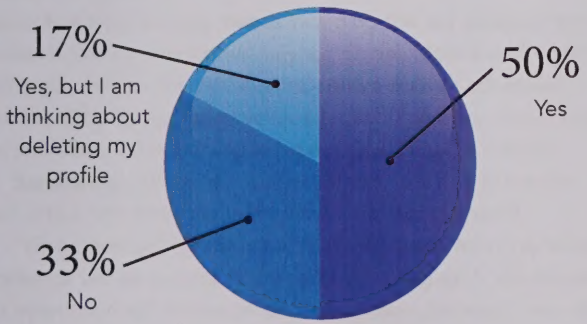
**SEE MORE ON PAGE 10**

*Celebrating 10: IDG International Publishing Services' Patrick Kenney marks a decade of service.*

**SEE MORE ON PAGE 11**

## Question of the week results

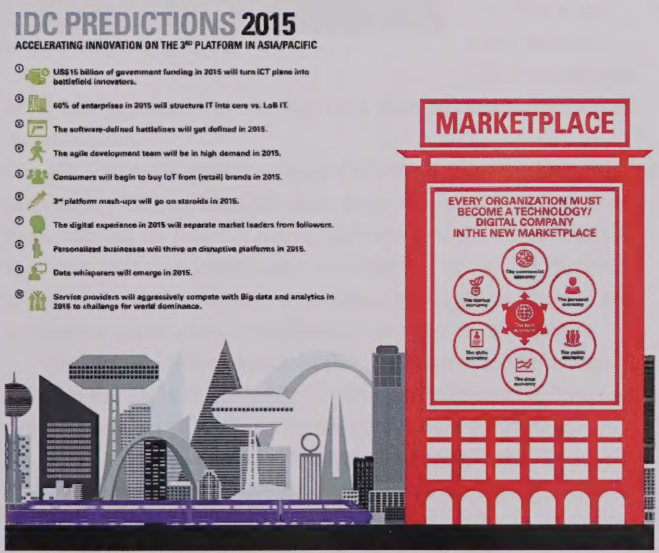
Do you use the car service Uber?



**Log on to www.idgcentral.com to vote on this week's question:**

How often do you use a smartphone to compare prices elsewhere when you are in a store?

CLICK HERE


IDC PREDICTIONS 2015

ACCELERATING INNOVATION ON THE 3RD PLATFORM IN ASIA/PACIFIC

① US$15 billion of government funding in 2015 will turn ICT plans into battlefield innovators.
② 60% of enterprises in 2015 will structure IT into core vs. LoB IT.
③ The software-defined battlelines will get defined in 2015.
④ The agile development team will be in high demand in 2015.
⑤ Consumers will begin to buy IoT from (retail) brands in 2015.
⑥ 3rd platform mash-ups will go on steroids in 2015.
⑦ The digital experience in 2015 will separate market leaders from followers.
⑧ Personalized businesses will thrive on disruptive platforms in 2015.
⑨ Data whisperers will emerge in 2015.
⑩ Service providers will aggressively compete with Big data and analytics in 2015 to challenge for world dominance.

MARKETPLACE
EVERY ORGANIZATION MUST BECOME A TECHNOLOGY/ DIGITAL COMPANY IN THE NEW MARKETPLACE

*This infographic was specially commissioned last month to showcase the IDC Asia/Pacific 2015 Predictions and Futurescape.*

# IDC A/P celebrates successful 2015 ICT Predictions, FutureScape Briefings

After months of extensive preparation, the IDC Asia/Pacific team presented its regional Predictions for 2015 to IT sellers and buyers in Singapore on Nov. 13 with the theme Accelerating Innovation on the 3rd Platform: A New Disruptive Marketplace.

An infographic was specially commissioned to showcase the IDC Asia/Pacific 2015 Predictions and Futurescape. Delegates were greeted with seat covers and cupcakes that came in the four colors of the 3rd platform technologies: Purple (Big Data), Blue (Cloud), Red (Mobility) and Green (Social).

Delegates leveraged Twitter handle #IDCAPPredictions to share their thoughts about the 2015 Predictions and the event setup.

**IDC Asia/Pacific ICT Predictions 2015 Briefing**

The Asia/Pacific ICT Predictions 2015 Briefing took place during the morning, and the standing-room only session was attended by more than 165 of the region's IT seller clients.

*L-R: **Sandra Ng**, **Gerald Wang** and Cyrus **Daruwala** speaking at IDC A/P's Predictions conference.*

During the briefing, senior analysts from IDC Asia/Pacific focused on showcasing the markets that will be disrupted, the latest business and technology trends including the key pillars of transformation (Cloud, Big Data/Analytics, Social, Mobile and Internet of Things) and the innovation accelerators such as advanced robotics, 3D printing, nanotechnology and cognitive computing that will affect Asian businesses in the next 12 to 18 months.

**Sandra Ng**, group VP, Practice Group, was first at the podium with a talk that focused on the conference's theme.

"Disruption will be a competitive advantage and operational excellence will be a competitive necessity," Ng said. She stressed that innovation will no longer be an invention; instead it now implies organizations are leveraging innovation to be commercially viable, causing disruption and creating competitive advantage.

**Dustin Kehoe**, program director, Telecommunications, moderated a panel discussion that featured seven IDC analysts:

- **Chris Morris**, associate VP, Cloud Technologies and Services.
- Dr. **Christopher Holmes**, head, International Asia Pacific, IDC Insights.
- **Craig Stires**, associate VP, Big Data, Analytics and Software.
- **Cyrus Daruwala**, managing director, IDC Financial Insights Asia/Pacific.
- **Daniel-Zoe Jimenez**, senior program manager, Big Data, Analytics, Enterprise Applications & Social.
- Sandra Ng, group VP, Practice Group.
- **Shyne-Song Chuang**, program director, Cross-Pillar, Security and Technology Advisory Service Research Group

In the 3rd Platform Mashups sessions, analysts presented on cross-research pillar topics. These mashups referred to a combination of at least two of the pillars in a single IT initiative. Morris elaborated on "Cloud for Service Delivery," while Chuang presented on "Mobile for a Real-Time Civilization." Stires' presentation was on "Big Data Is Context," and Jimenez talked about "Social to Deliver Better Experiences." Previously, these sessions focused on individual research pillars.

**IDC FutureScape 2015 Briefing**

The afternoon session, IDC FutureScape 2015 briefing, was attended by more than 50 delegates from 45 organizations.

IDC FutureScape showcases IDC's most important agenda for technology CxOs. These decision imperatives provide the strategic context for how CIOs and technology CxOs can adopt the four core pillars and innovation accelerators of the 3rd Platform to transform their roles and enterprises through the creative and innovative application of technology to business challenges.

Ng kicked off the session with "The Most Important Tech Agenda for CxOs in 2015-2017." This was followed by Daruwala's presentation on "IDC Financial Services Industry FutureScape." Dr. Holmes continued with "IDC Manufacturing/Retail/Energy Industry FutureScape." **Gerald Wang**, research manager, IDC Government Insights, Asia/Pacific, wrapped up the briefing with "IDC Government/Healthcare Sector FutureScape."

For more information, contact Emily Chia. ■

# OneonOne

## Kirk Campbell

*IDC*

***The president and CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.***

> "IDC will launch the industry's first Wearable Devices Tracker, which is an exciting new market just starting to take off and for which there is a great deal of curiosity."

**Q Is FY 2015 off to a good start for IDC?**

A IDC is starting the new fiscal year with a very good backlog of business. IDC ended FY 2014 with a bookings (sales) growth rate of 5.5% over the prior year, which gives us a strong revenue stream entering FY 2015. The good news is that all three of IDC's major product lines, which are subscription, consulting and events, achieved in FY 2014 bookings growth rates of 5% or more, so all of IDC's major lines of business are growing at a healthy rate. As I write this column, we only have bookings results for October. I am pleased to report that in the first month of the fiscal year IDC experienced 12% bookings growth versus the same month a year ago, so we are off to a good start. The two critical upcoming sales months for IDC are December and March when we have huge amounts of business to close since these are the biggest renewal months for our clients. Our outstanding sales professionals worldwide are working hard to achieve the best possible bookings results.

**Q What are IDC's key priorities for the new fiscal year?**

A 1) Grow IDC's technology buyer research advisory business, which we call the IT Executive Programs (IEP), as rapidly as possible. This business grew by over 50% in FY 2014, and we want to grow it at least at a similar pace in FY 2015. IDC is making major new investments in the U.S. this year in the additional resources necessary to grow this strategic end-user advisory research business. We will soon hire in the U.S. new IEP research, sales and customer service talent to drive the business growth rapidly.

2) Expand IDC's research coverage on the four key technology trends ("Four Pillars") that make up the 3rd Platform technology era that we are in as well as add coverage for the new "Innovation Accelerators." IDC is adding deeper research coverage for all aspects of the four disruptive trends of Cloud Computing, Mobility, Big Data and Analytics, and Social Business. We also are adding new research coverage for the new Innovation Accelerators that are emerging on top of the 3rd Platform. These key new areas for IDC research coverage include Internet of Things, 3D Printing, Cognitive Computing, Robotics, Natural Interfaces and Next Generation Security. Clients are hungry for high-quality research information on these new emerging technology areas, and so it is a top priority for IDC's research analysts to cover these topics in greater detail in their research.

3) Tap into new buyers and new budgets in IDC's existing technology vendor customer base. IDC has sold very effectively into the market intelligence, analyst relations and marketing departments at technology vendor customers around the world. Our goal is to tap into additional budgets in our existing customers such as sales, competitive intelligence and strategic planning as well as to penetrate deeper into marketing budgets. IDC has a whole series of research offerings and consulting solutions to meet the needs of these key functions within technology vendors.

4) Sell more research, consulting and events to leading 3rd Platform vendors such as Google, Facebook, Salesforce.com, eBay/Paypal, LinkedIn, Twitter, Yahoo and Alibaba, as well as sell more to the myriad new start-up 3rd Platform companies. IDC is making good progress, since our bookings grew by 40% in FY 2014 with this high-priority customer base.

**Q IDC's Tracker Products with their detailed market share and forecast data are popular with technology vendors to measure the success of their businesses versus the competition. What are the plans for launching new IDC Trackers in FY 2015?**

A IDC is pleased to be launching three major new IDC Worldwide Tracker Products. We are launching a Cloud Infrastructure Tracker, which is a hot and very competitive 3rd Platform market that is going to draw lots of interest from clients. The new IDC Cloud IT Infrastructure Tracker will complement the IDC Public Cloud IT Services Tracker that we launched this past year so that IDC will now be covering both the software/services and hardware sides of the all-important Cloud Computing market. IDC will launch the industry's first Wearable Devices Tracker, which is an exciting new market just starting to take off and for which there is a great deal of curiosity. IDC also will launch a Major Vendor Revenue Tracker product that will offer detailed product and geographic segmentation of the revenues of selected major technology vendors. This Tracker will mainly be of interest to the competitive intelligence function within technology companies as well as to our investment banking and technology investor clients. We are confident

*continued on page 9*

# Colleagues find opportunities to switch gears

*The diversity of job functions and a culture focused on providing growth opportunities for employees means that many in the company have been able to explore new careers at IDG.*

**Then:** VP of HR and Business Services, Network World
**Now:** Director of Leadership Development,
CIO Executive Council

*Brunaccini*

After six years at Network World, the last few as VP of HR and Business Services, **Monica Brunaccini** left IDG to launch her own Leadership Development Coaching and Consulting business. "At that point, I had been in human resources for more than 20 years, and I was ready for a new challenge," Brunaccini said. "I wanted to apply all my learning and experience to help organizations develop highly effective and successful leaders. The No. 1 reason people leave an organization is their direct manager, and I wanted to do my part to change this."

IDG became one of her first clients — hiring her to conduct various leadership development workshops as well as to coach high-potential IDG employees. After running that business for seven years, Brunaccini began to explore her next challenge. "I was considering expanding my business by partnering with another coach or hiring a team of coaches. I also explored academia and the idea of taking my expertise back into an organization."

It was during this time that Brunaccini learned about the CIO Executive Council and an open position in that group for a director of leadership development. "Through an introduction from [Chief Content Officer, U.S. Media] **John Gallant**, I met with **Pam Stenson**, president of the CEC, with the hopes of securing a contract opportunity to augment my business."

However, Brunaccini said that she was so impressed with the council's mission and energized by its offerings that she put her hat in the ring and got the job. "I was excited to come back to IDG and to jump into my first assignment, leading efforts to expand the Council's Pathways Leadership Development program," Brunaccini said.

That was in 2009. More than four years later, Brunaccini says, "I am very proud of my team and the growth and success of our Leadership Development and Content offerings. The Pathways program is now a multi-year program for emerging, evolving and strategic leaders. We have trained over 1,600 high-potential IT leaders, and we currently have more than 400 active participants. We have an impressive bench of CIO coaches and mentors, SME faculty and top-notch curriculum. I have also had the opportunity to lead efforts to create our CIO member site, CEC Exchange.com, Pathways e-learning platform, participate in the evolution of our Women in Leadership Program and form a partnership with the Forum Corporation — a global learning and development firm, and I am excited to see what FY15 has in store."

Write to Monica Brunaccini. ■

**Then**: Content Manager, Macwelt
**Now**: Product Manager, Mobile, IDG Tech Media

After graduating from university, **Halyna Kubiv** joined the editorial department of IDG Germany's Macwelt in 2010 as a content management trainee and became a content manager after 18 months.

"I created and modified text for Macwelt.de," she said. "Some were how-to's or test results from our print publications or online news from our websites. I also wrote news and tips myself. As a content manager, I also enriched articles with other types of media, such as slideshows, videos and links to other relevant sites. I also managed several e-newsletters."

In 2013 Kubiv was offered the chance to change her career focus from website content to digital-product creation. As product manager, Mobile, with IDG Tech Media, publisher of Macwelt, PC Welt and other print and digital magazines, Kubiv is the link between the editorial teams and the external developer for each publication's app.

*Kubiv*

"I'm responsible for our digital products on mobile devices," she said. "I manage the digital magazine issues in the marketplace, making sure they have the right prices, product IDs, marketing, artwork and push messages. I also test new versions of apps. Our digital publications are available in almost all digital marketplaces — the iTunes Store, the iBooks Store, Google Play and Newsstand, the

*continued on page 5*

*continued from page 4*

## Career changers

Amazon Kindle App Store, etc. Not every issue of Macwelt or PC Welt is delivered to all of these markets, but each issue needs to have the correct metadata, promotional text and art for each store."

Kubiv said she moved in to mobile because it is "a new area with a lot of opportunities. All the players — from the big ones to the independent developers — have the same chance to succeed. This makes the human and financial resources less important and gives new ideas, services and content better chances in the marketplace. I also considered the move to mobile as the next step in my IDG career. There is more responsibility and an opportunity to increase revenue."

> "I also considered the move to mobile as the next step in my IDG career. There is more responsibility and an opportunity to increase revenue."

Kubiv said her editorial training at Macwelt gave her "a basic understanding of the app market and mobile business because we wrote constantly about them." To fill in any gaps, she relied colleagues at IDG Tech Media's web development department and IDG Entertainment's "mobile guru," Mobile Content Director **Markus Schwerdtel**, as well as external workshops to learn about making and marketing e-books.

Asked what she enjoys most about working in mobile she said, "the fact that a push notification can make 1,000 euros a day — with the right content and timing, of course" and provided the following example. The editors of iPhoneWelt made a recent issue an iOS 8 handbook and timed its release to Apple's September iOS 8 launch. "In the Macwelt app we sold 168 copies the first day and 106 on the second," Kubiv said. "In the iBooks Store the e-book version was the No. 1 e-book for nearly a week." The iOS 8 handbook has made approximately 10,000 euros (US$12,500) in the Macwelt and iPadWelt apps, the iBooks Store and Amazon Store to date, and Kubiv said "the same scenario worked with a Yosemite OS handbook last month."

Contact Halyna Kubiv.

---

**Then**: Senior Editor, TecChannel
**Now:** Digital Publishing Project Manager

**Mike Hartmann** was feeling the need for some new challenges after six years at IDG Germany's TecChannel. He had joined TecChannel as an editor in 1999 and soon became a senior editor. "Aside from my regular editorial duties like staying in contact with the IT industry and writing content that helps readers understand IT and make the best use of it, I also got the chance to plan and implement the TecChannel Community, in which tech experts answered users' questions, as project manager."

However, he knew it was time for a change. "Although I still liked to write articles and tell people about IT, I felt like I was repeating myself — using the same headlines I had used years ago, for example. I wanted to be more diverse in the things I do."

Fortunately, at about that time he was asked if he'd like to join IDG Germany's B2B website management team, which he happily did. "One of the main reasons I was interested in this opportunity is that my areas of interest are very widespread. I equally enjoy giving advice to internal and external customers, creating new ideas and realizing new products."

He said that when he started his new role he relied on his experience as an IT editor. "Over time the areas where I had to improve became clear, and IDG helped me develop those skills by finding courses for me and investing in my skills." He said he took several courses in project management — "focusing on how to handle multiple projects" — and conflict management.

> [Mike] said that when he started his new role he relied on his experience as an IT editor. "Over time the areas where I had to improve became clear, and IDG helped me develop those skills by finding courses for me and investing in my skills."

*Hartmann*

Hartmann has been digital publishing project manager for six years. "On the website management team we handle everything that is programmed for our sites, be it a custom feature that Strategic Marketing Services requests or anything new for the CMS that our editors ask for. It's my job to juggle all the tasks and shareholders and keep everyone informed and happy."

Hartmann said he works with a even greater diversity of people than he did at TecChannel. "Every day I'm challenged to find new solutions for our internal and external customers, be they editors, salespeople or SMS colleagues. I get the best of both worlds: helping people to make the best use of IT and creating new things on the Internet."

Write to Mike Hartmann.

**Then**: Finance Director, Electronic Entertainment Expo
**Now**: Senior Program Manager, IDG World Expo

After nine years as finance director for the Electronic Entertainment Expo (E3), which is owned by the Entertainment Software Association and has been produced by IDG World Expo since 2007, **Donald Young** said he felt his career "needed a facelift." He decided to take a break from corporate America to get schooled and certified as a personal life coach and engage with other like-minded individuals looking to take the leap into a different career.

About a year later in 2011, he accepted a short-term contract at World Expo to manage a number of attendee programs for the Macworld/iWorld event. Six weeks after the event, he was offered a new permanent role as a senior program manager for the Macworld/iWorld brand, which eventually translated into a more traditional operations management role for two newly contracted events within World Expo's portfolio. This year, he added sales administration and operations for three new events that World Expo is producing for owner SheKnows Media: BlogHer Food, BlogHer and BlogHer PRO.

*Young*

To make the transition from overseeing P&Ls, accounts receivable and payable in his prior responsibilities, Young was able to rely on the support of colleagues. "I'm fortunate to have always worked with seasoned professionals who possess a wealth of knowledge and industry resources to share with other colleagues," he said. Though he said his position of senior program manager was a newly created role to fit the specific needs of the MW/iW event showcase, many of the operational and logistical responsibilities of the role are such that it was fairly easy to be cross-trained by other operations veterans within IDG World Expo, he noted.

"I'm fortunate to have always worked with seasoned professionals who possess a wealth of knowledge and industry resources to share with other colleagues."

What Young said he likes best about the new direction his career has taken is the excitement of knowing that no two events in the IDG World Expo portfolio are exactly alike "nor are the programming elements developed for successful client events."

Write to Donald Young.

---

**Then**: Administrative Assistant, IDC MEA
**Now**: Research Analyst, IDC MEA

When **Victoria Mendes** joined IDC Middle East and Africa in Dubai in 2009 as an administrative assistant, her responsibilities included office management and HR functions as well as travel logistics and some event coordination. Occasionally she helped the research teams with secondary research such as searching IT news and vendor websites to gather information about a vendor's activities in various countries or scheduling and conducting telephone interviews using scripted questionnaires.

*Mendes*

"I found the research process quite interesting, and when an associate research analyst position opened up within the hardware research team in 2011, I decided to explore the possibility of changing my career without having to change the company. I had the full support of our managing director [**Jyoti Lalchandani**] as well as my immediate manager [Office Manager **Bheban Kewalram**] who encouraged me to make the move as an important step in my career growth."

Mendes said her new role didn't require any external education but rather a significant amount of internal training on tools and time spent on her own to understand the underlying IDC research methodology, assimilate the process and fine-tune the tasks to best leverage her capabilities.

"When an associate research analyst position opened up . . . I decided explore the possibility of changing my career without having to change the company."

She was soon promoted to research analyst and has served as research analyst, Personal Computing for the Systems and Infrastructure Solutions group since January 2013.

"I've gained a lot of experience over the past three years, and I'm able train and share best practices with new employees on Ferda, the input tool used for compiling and analyzing data," she said. Mendes is now responsible for the Tablet Tracker for the MEA region and writes articles regarding the market and general trends within the domain she covers. "Best of all, I've been able to establish my own reputation within the industry," she added.

Write to Victoria Mendes.

**Then**: Publishing Coordinator, IDC Mexico
**Now**: Account Manager, IDC Latin America

**Alfredo Curiel's** IDC career has shifted from an internally focused role to a client-facing position. When he joined IDC Mexico in 2003 as publishing coordinator, he was responsible for making sure that all final deliverables met IDC's requirements in regards to look and feel, style and mandatory sections depending on the type of document. After reviewing the documents he processed them for final publication on IDC.com making sure they were posted to the right groups and services.

In early 2005, Curiel also took on a customer service role, connecting with clients to make sure they received the reports or services purchased and managing the delivery process for the region. One of his main responsibilities was to work with the regional sales team, supporting the booking process to make sure all needed information agreed on at the closing was properly communicated to the various teams internally: analysts, operations and finance.

> "Working as a regional customer service leader gave me the opportunity to be in direct contact with clients, and I was exposed to a very different dynamic of IDC."

"Working as a regional customer service leader gave me the opportunity to be in direct contact with clients, and I was exposed to a very different dynamic of IDC," he said. "Previously I had a very broad picture of what a client was buying from IDC, and soon I had a better sense of how clients were using our information. Working with the sales team gave me the opportunity to learn how accounts were managed and how they were a key link between clients and analysts. In October 2005 I was offered a small territory working with subscribers to the Global IT Advisor and Investment Research Services programs in Latin America, and I did that for a couple of years along with my customer service responsibilities."

*Curiel*

In 2007, Curiel became a full-time regional account manager, dealing with clients such as Microsoft, Dell, HP, Lenovo, Intel, McAfee and Ricoh. "I try to stay on top of what clients are demanding from IDC, making sure the ongoing projects run as smoothly as possible. This role gives me the chance to work with all type of people inside IDC in the Latin countries and also around the world."

Write to Alfredo Curiel.

**Then**: Research Analyst, IDC
**Now**: Account Manager, IDC Latin America

When **Irina Zvagelsky** signed on with IDC in 2010, she was a research analyst for the Sales Advisory Practice based in Framingham, Mass. A little over a year and a half later, she moved with her family to Florida, continuing with her research role while working remotely from the IDC office in Miami. While there, she had a window into the regional sales business, as she was working alongside colleagues at the Latin America headquarters office. Since Zvagelsky had a background in sales at EMC, as well as in the medical and private aviation industries, when an opportunity in sales for Latin America opened up, she thought it would be a good move to further her career within IDC.

*Zvagelsky*

Zvagelsky's new position as account manager, which she started in 2012, required on-the-job training, especially with solutions that are sold regionally. "I have great colleagues and a great manager — **Filomena DeFreitas** — who mentored me through the learning curve of this new role, and who I still rely on for questions, clarifications, and advice," she said.

> "I have great colleagues and a great manager — Filomena DeFreitas — who mentored me through the learning curve of this new role, and who I still rely on for questions, clarifications, and advice."

Zvagelsky said her favorite things about sales is building relationships with clients and being creative in coming up with the best solutions to fit their needs while making the deals as lucrative for IDC as possible. "I think of it as a custom puzzle that I need to solve every time I work an opportunity with a client."

Write to Irina Zvagelsky.

**Then**: Office Manager, IDC Mexico
**Now**: Human Resources Manager, IDC Latin America

When **Akemi Kimura** decided to go back to work after having her first child, her main intent was to find a job with a fixed shift. She had previously started a consulting business with her husband focused on software development and web page hosting. In 2003 she joined IDC Mexico as the office manager, at first focused on typical administrative tasks, but soon taking on an IT role, contacting IDC headquarters in Framingham when something was wrong with the servers. Kimura learned to set up a computer, install software and operating systems and set up printers. She later assisted with finance, billing clients, preparing the P&L reports and running the payroll.

Soon, drawing on her human resources experience earlier in her career, she got involved in recruitment and training. In 2007, when a regional position opened up, she became HR manager for Latin America.

"Moving from a local administrative role to a regional position was difficult at the beginning," Kimura said. "I had to understand how labor laws change from one country to another, and the culture in each country is completely different, although we speak the same language. The formal training I had involved professional coaching and business etiquette and protocol, which gave me a better understanding of how people and interpersonal relations change from one place to another. Also, travelling to the different offices, talking with the analysts and the local attorneys gave me the best training I could ever have. The whole time, I always tried to maintain an open mind and tried to adapt to different situations and circumstances."

*Kimura*

Kimura said the most rewarding part of her job is when someone needs information and he/she doesn't know where to search and checks with her. "No matter the subject — whether it is about IT infrastructure or a labor issue or which analyst is doing what — the regional HR position gives me the chance to be an informative hub in five different countries — or more — and to speak Spanish, English or Portuguese (and sometimes Japanese, too). Helping others and making things happen is the best part of my day."

Write to Akemi Kimura.

---

**Then**: Digital Marketing Manager, IDG Poland
**Now**: Conference Project & Digital Marketing Manager, IDC Poland

When **Konrad Mroczek** joined IDG Poland in 2011 as strategist he jumped into the part of the business that needed the most attention: digital. "In early 2011 the Polish publishing market was quite unstable due to the dramatic drop in print sales," he said. "We had lots of projects designed to digitize as much business as possible and make it profitable. We built, repaired, updated, changed and established new business models around digital."

*Mroczek*

He said digital education of the editorial, sales and project management teams was a key task, "because without a common ground we couldn't proceed. All our websites and content strategies needed to comply with SEO requirements. Our websites' coding and back ends were a mess, content was repeated across many subpages and sites without back links, forms and payment systems had to be redesigned and optimized in order to be customer-friendly.

A year after he joined IDG Poland Mroczek, who by then was digital marketing manager, also took over the management of conferences for marketing professionals under the InternetStandard brand and became editor-in-chief for its website. After organizing many conferences in the fields of e-commerce, mobility and digital business, including the SocialMediaStandard event a year ago, he moved to IDC Poland where he took over organizing B2B conferences for the research market.

He said that after three years in publishing he wanted to further develop his career. "I am still involved in digital marketing and organizing conferences," he said, "but digital marketing is a dynamically evolving world and my lifelong passion." He said he and his team are currently in the process of restructuring IDC Poland's conferences and introducing newer, more efficient ways of collecting valuable leads in the B2B segment.

"My current job is like an 'experimentorium,'" he said, "a playground for tactics and marketing strategies. We constantly discuss, launch and optimize every single aspect of it. I always feel like I work in a high-tech business university. Everything I learn at our conferences, I want to use in my own profession to expand my skills. Is it possible not to enjoy such a great opportunity?"

Write to Konrad Mroczek.

*continued from page 3*

# One on One

that FY 2015 will be an excellent year for the overall IDC Tracker research business since we offer the technology industry a unique and comprehensive range of relevant worldwide, regional and country coverage for our clients.

**Q Can you describe a couple of recent collaborative ventures in Asia/Pacific where IDG Global Solutions and IDC have had a partnership over the past year to grow their combined business?**

A IDC's partnership with IDG Global Solutions in Asia/Pacific has been mutually beneficial for both business units as well as being extremely well received by our clients who appreciate the integration of our mutual strengths. Over the past 18 months both IDC and IDG teams have worked on a number of joint wins with customers such as EMC, Huawei, Samsung and HP, to name a few. This close partnership between IDC and IGS in Asia/Pacific is ably led by **Jason Gorud** who is vice president, IDC & IDG Global Solutions (IGS). Jason is responsible for the IDC A/P Consulting and Go-To-Market Solutions (GMS) business while also managing the IDG Global Solutions business in Asia/Pacific. Jason is the only employee in the company who works both for IDC and IDG.

I would like to highlight two customer examples where the joint IDG/IDC sales effort led to wins that likely would not have been possible had either business unit pursued the opportunity on its own. IDC recently won a $320,000 custom solutions program with Cisco ASEAN focusing on its UCS division. This win was significant in that neither company was invited to bid on this project in the prior year due to the inability to provide a complete media and marketing services solution. IDC, for its part, will be supplying a range of custom event services, GMS content as well as analyst input across the region. IDG will supply media exposure, lead generation and other marketing services. What makes this even more impressive is that this recent win comes after a separate community-based project for Cisco's top 100 Asia/Pacific accounts worth $500,000 was sold jointly by IDC and IDG nine months earlier.

In Malaysia, IDC has fostered a strong relationship with the national government and, in particular, the Multimedia Development Corporation. This government entity has been working with IDC and IGS to design a program for CIOs looking to improve their competencies across the four pillars (cloud, big data/analytics, social business and mobility) and over time migrate their enterprises onto the 3rd Platform. The initiative, called the CIO Survival Guide, is entering its third chapter; the first two chapters focused on datacenter efficiencies and cloud adoption strategies. IDC helps to build interactive tools for each chapter in the series (e.g Cloud Maturityscape) as well as providing other Go-to-Market Services assets and conducting workshops. IDG provides a centralized content hub for the community as well as guest bloggers from local IDG publications and editorial video coverage of each workshop. Each chapter is theme-based and is in part determined by the members of the community.

I am very pleased with major business wins from this close partnership between IDC and IGS in Asia/Pacific. We believe that the combined IDC/IDG offerings set us apart from any of our competitors in both the market research field as well as the media publishing industry. Most importantly, our customers see it in much the same light.

**Q What is the new DecisionScapes research portfolio, and in what ways is it a new offering for clients?**

A IDC DecisionScapes is a portfolio of decision-making research methodologies that enable technology leaders to make more informed decisions. These methodologies align with the various stages of technology decision making: from designing an IT strategic plan to architecting a technology initiative to deploying a successful technology initiative. IDC analysts are using these methodologies to write research on topics ranging from analytics to enterprise architecture to talent management. By this time next year, we expect to have published over 350 IDC DecisionScape research documents.

We developed DecisionScapes in response to the major transformation that organizations are facing in moving from the 2nd Platform to the 3rd Platform technology era. Everything from the impact technology has on the business to the business model of the IT organization is changing. How technology leaders make decisions with regards to their technology initiatives is changing as well. Therefore, we determined that it was imperative for IDC to bring to market a new set of decision-making tools for our clients.

Last month we released IDC's FutureScape research methodology for technology leaders to use as a tool in their IT strategic planning activities. Each IDC FutureScape is composed of 10 decision imperatives, which are structured statements that describe the changes IDC analysts foresee in the next three years. Because each IDC FutureScape identifies the external market drivers that will trigger technology-driven business transformation and the time frame in which the change will have an impact, they are a valuable framework for evaluating IT initiatives in terms of their impact on business strategy. By the end of next month, we will have published more than 20 FutureScape documents covering the biggest technology initiatives from Internet of Things to analytics to mobility.

Next up for release is the IDC TechScape research methodology, which is intended to be used by technology leaders as a tool in their technology adoption planning activities. Each TechScape research document identifies whether the specific technology being reviewed will have a transformative impact, an incremental impact or be more an opportunistic technology for enterprise adoption. Because the TechScape also predicts when IDC analysts believe the technology will reach peak adoption, it helps IT planners to mitigate their risk in adopting new technologies by aligning their strategic plan with their risk tolerance for new technologies.

IDC DecisionScapes have been very well received by our clients. They value the integration of technology and business in our research tools, as well as the fact that our methodologies have been designed to work well with one another. ■

## 2015 IDG Corporate Overview graphics files, PowerPoint slides and templates are online

COMPANY OVERVIEW

REACH A GLOBAL AUDIENCE OF 280M IN 97 COUNTRIES

THINK TECH THINK IDG

IDG

*The new company overview has been designed with an interactive table of contents compatible with any mobile device.*

More than a hundred digital resources such as logos, photos and other graphics are now available for business units to create customized versions of the IDG Corporate Overview (generally known as the IDG media kit) for their markets. On the IDG Central home page, click on the Resources tab at the top, then choose Corporate Communications.

New this year is the IDG Corporate Overview PowerPoint Deck, a sophisticated 37-slide presentation that serves as a companion to the IDG Corporate Overview Brochure. Created with builds and animations, the deck is suitable for any global audience, and business units and licensees can add or delete slides and customize as needed.

700 EVENTS
460 WEBSITES
200 MOBILE APPS
179 PUBLICATIONS
IDG

*Graphics can be inserted into local presentations.*

Also for the first time, the PDF version of the media kit available on IDG.com and IDG Central has been designed with an interactive table of contents that is compatible with any mobile device. For example, if a salesperson pulls up the PDF on a smartphone and clicks on a menu item in the table of contents, it will go directly to that page.

The media kit resources available on IDG Central include:

- **Final Production Files**

All original, native material used for printing the media kit. Adobe InDesign, fonts,and all jpeg, eps and tif imagery/artwork.

- **Low-Res Graphics**

Download all artwork from the media kit in low resolution for use online or in presentations.

- **PowerPoint Presentations**

The IDG Corporate Overview PowerPoint Deck, a sophisticated 37-slide presentation that serves as a companion to the IDG Corporate Overview Brochure.

In addition there are three different PowerPoint template designs that can be downloaded.

Contact Susanna Hinds, director, IDG Corporate Communications/Global Headquarters. ■

## anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**31**
**Birgit Götz** *IDG Germany*

**23**
**Kristin Kim** *IDG Technical Services Group*
**Gabriella Meijnckens** *IDG Netherlands*

**20**
**Neal Weinberg** *IDG Enterprise*

**19**
**Janis Dempsey** *IDC*

**18**
**Diane Bobbitt** *IDC*

**17**
**Jyoti Lalachandani** *IDC MEA*
**Ludovic Poussier** *IDC France*

**15**
**Daniela Cimino** *IDC*
**Gaby Salvisberg** *IDG Switzerland*
**Katja Schmalen** *IDC Germany*
**Snjezana Popovic** *IDG Germany*

**14**
**Isabella Tillman** *IDG Germany*
**Joachim König** *IDG Germany*

**13**
**Luis Altes** *IDC Spain*
**Michael Trier** *IDG Germany*

**12**
**Andreas Strauch** *IDC Germany*

**11**
**Niclas Söderlund** *IDG Sweden*

**10**
**Shinji Kozaki** *IDC Japan*

**9**
**Neli Vacheva** *IDC Bulgaria*

**8**
**Romelle Herring** *IDC*

**7**
**Jacklyn Kliem** *IDC*
**Elaina Stergiades** *IDC*
**Debra Bulkeley** *IDG Strategic Marketing Services*
**Barbara Krasnoff** *IDG Enterprise*
**Sandra Adlesgruber** *IDG Switzerland*
**Belen Alemañy** *IDC Argentina*
**Doriana Garofalo** *IDC Italy*
**Lorenzo Veronesi** *IDC Italy*
**Stefanie Klapetek** *IDG Germany*

**6**
**Gary Chen** *IDC*
**Philipp Senkbeil** *IDG Germany*

**5**
**Joab Jackson** *IDG News Service*
**Efimova Ksenia** *IDC CEMA*

**4**
**Rari Hilditch** *CIO Executive Council*
**Rick Currier** *IDG TechNetwork*
**Diego Silva** *IDC Brazil*
**Julia de Jesus Santos** *DigitalNetworks!Brasilieros*
**Robert Theunissen** *IDG Netherlands*
**Jessica Bergström** *IDG Sweden*
**Andreas Ivarsson** *IDG Sweden*
**Sandra Lo Iacono** *IDC Germany*
**Miguel Mateo** *IDC Spain*
**Cindy Vallee** *IDC U.K.*
**Lukasz Grabczynski** *IDG Poland*

**3**
**Kevin Eberman** *IDG Digital Media Group*
**Claudia Medina** *IDC Mexico*
**Israel Sanchez** *IDC Mexico*
**Maringo Vlijter** *IDG Netherlands*
**Daniel Åhlin** *IDG Sweden*
**Estrelieta Aguba** *IDC MEA*
**Diana Ayyad** *IDC MEA*
**Ute Hofmann-Boehmer** *IDC Germany*
**Mikkel Robrahn** *IDG Germany*
**Sabine Schlund** *IDG Germany*

**2**
**Vanessa Thompson** *IDC*
**Marisa Preston** *IDG TechNetwork*
**Irina Bolotova** *IDC Kazakhstan*

**1**
**William Rufo** *IDC*
**Diane Petrus** *U.S. Media*
**Doreen Weng** *U.S. Media*
**Greg Rosa** *IDG Enterprise*
**Trevor Deans** *IDG TechNetwork*
**Rachel Lavallee** *IDG World Expo*
**Tobias Meyer-Grunow** *IDG World Expo*
**Bolanie Adisa** *IDC West Africa*
**Lisa Borthwick** *IDC U.K.*
**Brandon Zabielski** *IDC South Africa*
**Rona Han** *IDG Korea*
**Quirin Wörsching** *IDG Germany*
**Eva Hesse** *IDG Germany*

## Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

# celebrating10

## Patrick Kenney

*Systems Manager*

*IDG International Publishing Services*

**Home**
Norton, Massachusetts

**Joined IDG**
October, 2003 as a Domino Developer at IPS.

**Current title**
Systems Manager. Developing and maintaining the systems used by all IPS groups (IDG News Service, IDG World Update, IDG Licensing), IDG Corporate Communications as well as the chairman's staff.

**Three things I do in a day's work**
Develop, test and deploy a new feature for idgns.com, IDGCentral.com or IDG.com. Assist with access to News Service feeds or resources. Work on planning the upcoming Global Product Line Meeting (depending on the time of year).

**Most challenging part of your job**
Distractions and interruptions. It's my job to respond to issues as they come up and to help people who have hit a technology roadblock. But it can be hard to dedicate blocks of concentrated time to any one project.

**Best part of your job**
Working with so many different people around IDG. IPS, by its nature, interacts with as many business units and countries as any other group at IDG. In a given week we might work with developers in Australia, business analysts in San Franciso, bloggers at IDC, a licensee in Mexico or a licensing prospect in a country we aren't yet in. We really work with everybody!

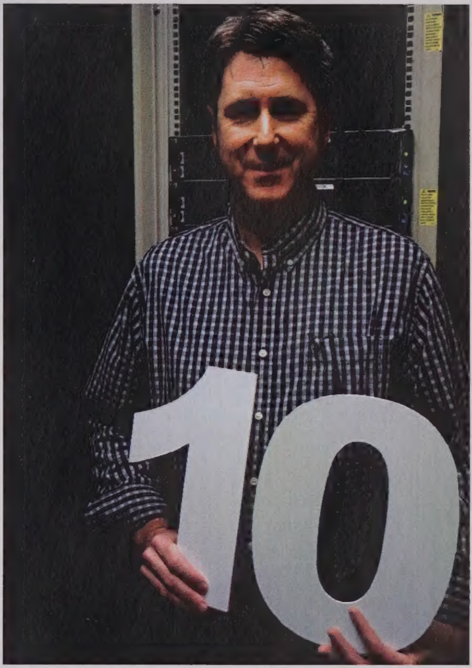
**Best compliment you've received on your work?**
My group was thanked by Bob Carrigan and Pat McGovern for work we did to assist the IDG TechNetwork during its early days as a business unit.

**View from my work space**
I am very lucky to have a view of the Charles River and Cambridge.

**What I'm doing to be a better employee**
I'm always looking for ways to help people save time and work smarter. It's a big rush when I succeed at that.

**Family**
My wife Claire and I have two sons, Liam (20) and Cormac (17)

**First job**
Baker's helper at a bagel bakery.



IDG WORLD UPDATE

*When not spending time in the IPS server room, **Patrick Kenney** enjoys craft beer, cycling, guitar, reading and the beach.*

**What it taught you?**
Never forget to set a timer! Also, semi-burned butter cookies aren't bad.

**Volunteer pursuits**
For the past two years I've been co-chair for the holiday fair at my church.

**Favorite celebrity encounter**
We ran into humorist John Hodgman on a bike trail in western Massachusetts.

**Favorite vacation spot?**
London or Portland, Oregon

**Manager's profile**
"Patrick has been an integral part of the IPS management team since 2007. He manages our group's technology needs extremely well, especially given that our team is located in many countries. As a top-notch IT professional Patrick is always willing to help other IDG groups as is shown with his leadership role setting the IT agenda at the Global Product Line Meeting. IPS, and IDG, are very lucky to have Patrick as a leading technology voice as the company moves forward."

— *Jim Sullivan, president, IPS*

## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Kirk Campbell** *IDC*
**Emily Chia** *IDC Asia/Pacific*
**Susanna Hinds** *IDG*
**Patrick Kenney** *IDG Intl Publishing Services*
....and all the employees who made suggestions for the Career Changers feature and those who responded.

IDG World Update
EMPLOYEE NEWS AND INFORMATION

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# IDG World Update

EMPLOYEE NEWS AND INFORMATION

24 NOVEMBER 2014 | VOLUME 44, NUMBER 45 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 6 | CELEBRATING 20 - page 8

## Internetworld Sweden boosts page views with contributed video

internetworld
00:00:13:11

*The top 24 start-up companies profiled in an annual Internetworld feature were asked to supply a 30-second "elevator-pitch" video showcasing their product. Internetworld supplied the companies with an instructional video offering tips for creating video using a smartphone.*

**SEE MORE ON PAGE 4**

## Also inside

IDC MEA produces custom event for Schneider Electric

One on one: IDC Japan President Masato Takeuchi

IDC's Jaideep Mehta receives leadership award from World Marketing Congress

*On the job: IDC Inquiry Analyst Stephanie Geary monitors external use of IDC data.*

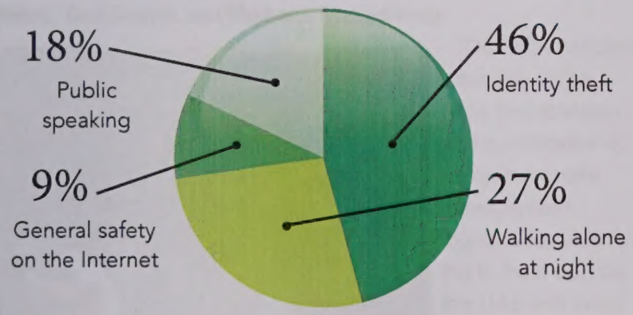
**SEE MORE ON PAGE 5**

*Celebrating 20: IDG Poland's Wieslaw Pawlowicz travels to Hawaii and the U.S. West Coast.*

**SEE MORE ON PAGE 8**

## Question of the week results

Which of these are you most afraid of?



**Log on to www.idgcentral.com to vote on this week's question:**

Do you use the car service Uber?

CLICK HERE

## Daily IT industry news summary on IDG Central

*The news summary is compiled and produced by Marissa Berenson Yaar, IDG Corporate Communications editor, and available each day on IDG Central's In The News section. Here's a recent sampling.*

Quartz and The Economist on what makes a good media business today and tomorrow
(The Media Briefing)

iAd Starts Selling Programmatically
(AdExchanger)

Apple to Xiaomi: Easier said than done to become top smartphone vendor
(IDG News Service)

Mashable editor Jim Roberts on how he approaches the news
(Gigaom)

BuzzFeed Jumps Aboard The Messaging App Train, Starting With WeChat
(TechCrunch)

Uber's 'God View' under scrutiny as spotlight intensifies on its practices
CNET

# IDC MEA produces custom event for Schneider Electric

IDC Middle East and Africa organizes 25 to 30 custom events annually, and its most recent one — Schneider Electric's Power to the Cloud: Making Smart Cities a Reality in Dubai this month — was one of the biggest ever in terms of number of attendees and revenue. It was the third consecutive year IDC MEA partnered with Schneider to produce the event.

The conference and exhibition drew more than 1,600 delegates from the region, most of whom were C-suite executives, as well as opinion leaders from IT, energy and government entities throughout the Middle East who participated in panel discussions. In addition, the 30-some speakers included **Zeeshan Gaya**, research manager, Servers, Systems & Infrastructure Solutions, IDC, and **Adriana Rangel**, Research Director, Systems & Infrastructure Solutions, IDC MEA.

"This event reiterates IDC's and Schneider Electric's commitment to the Middle East region in smart city development, energy management and sustainability that form the cornerstone of our development priorities built around society, governance and the environment," said IDC MEA Associate Vice President, Conferences **Ronita Bhattacharjee**. Working with her were conference staff **Sughand Tolani**, **Tash Dogra** and **Shabana Mahadiwala**.

> "This event reiterates IDC's and Schneider Electric's commitment to the Middle East region in smart city development, energy management and sustainability that formthe cornerstone of our development priorities build around society, governance and the environment."
>
> — *Ronita Bhattacharjee*

IDC MEA handled attendee invitations (registrations and qualifications), complete onsite management, logistics for VIPs flying in from outside the UAE and email campaigns. Associate VP **Ranjit Rajan**, Program Director **Paul Black** and Adriana Rangel were involved in conference content development.

*The exhibit area was crowded throughout the event.*

IDC introduced a new networking tool, Poken, which had been used earlier this year at the CIO Summit Saudia Arabia. Attendees were given Poken devices and encouraged to share contact information with one another and download information about the event.

POKEN Wall
Tag To Get Your Smart City Updates
ower to
vember 4 - 5, 2014

***Attendees used Poken devices for networking, information distribution and feedback about the event. The "Poken wall" was a centerpiece at the event.***

The 2,500 square meter exhibition space featured simulated environments of smart city life, with a particular focus on how the concept works in the areas of banking and finance, education, health care, transportation, public services and utilities, telecommunications and hospitality.

Contact Ronita Bhattacharjee. ■

## Dateline: DEMO Fall

Instagram
DEMO
DEMOconf

***The welcome reception at last week's DEMO Fall in San Jose, Calif., included a chance for atttendees to get photographic evidence of their time at IDG's launchpad for new products. Representatives from start-up companies that were top finishers at DEMO Africa (above) this year, along with the winners from DEMO Brazil, had 90 seconds to pitch their products to potential investors, business development professionals and the media at the Global Showcase.***

# OneonOne

## Masato Takeuchi

*IDC Japan*

***The president of IDC Japan is this week's columnist. Reach him at mtakeuchi@idcjapan.co.jp.***

> "Our Japan Storage Vision conference is a very successful event sponsored by five or six storage-related vendors and has been held in Tokyo 14 years in a row. There is no other competitors' event that is dedicated to storage area."

**Q What is the state of the IT market in Japan, and what are its growth prospects over the next few years?**

A IDC Japan forecasts that the ICT market in Japan, including hardware, software, IT services and telecom services, will be 25.4 trillion yen in 2014, which is a 0.7% decrease compared with last year. The Japan ICT market in 2015 will grow 1.6% compared with this year. The compound annual growth rate (CAGR) from 2014 to 2019 will increase 1.5% due to the investment for the Tokyo Olympic Games in 2020. Looking at industry sectors, the financial and retail industries have been leading other industries for IT investment, the manufacturing industry will expand its ICT investment by transforming to the 3rd Platform, and ICT infrastructure related to Internet of Things (IoT) or machine-to-machine investment as well as vast usage of datacenters.

On the other hand, mobile-related IT spending will decrease due to the maturity of mobile device shipments as well as the decline of average revenue per user for communication service in the hard competition between mobile carriers and mobile virtual network operators.

It is well known that Japan's public debt is increasing and its working-age population is declining. Though those are negative factors for Japan's economy in the long term, some nationwide events for the Tokyo Olympic Games and its investments for infrastructure will be positive elements for IT in the next several years. We are paying particular attention to the following topics:

1. Public transportation and other social infrastructure will be reshaped for more convenience and safety through IT, especially for foreign visitors coming to the Olympic events.

2. Though the manufacturing industry faces more competition from newly developed countries, retail and medical industries have developed unique integrated systems between manufacturing plants and their distributors fully powered by IT. That will be a new type of value-added service to export to overseas countries.

3.Though large cities in Japan have well-developed social infrastructure to manage water services, public transportation and stable power distribution, it is true that natural disaster and an increasingly aged population are serious issues.To overcome those problems, IT and IoT is expected to play an important role in providing necessary solutions.

4. Many Japanese enterprises are making efforts to develop overseas markets as the Japanese market has matured. Through this movement, shifting to the 3rd Platform will be necessary to be competitive. One of the key components is effective use of third-party datacenters, IDC believes. Pure play datacenters in Japan (such as Amazon AWS), which occupy around 15% of total datacenter service will grow CAGR 11.5% from 2013 to 2018, whereas the growth of the total datacenter service market (including IT vendors, SIs and telcom carriers) will be 6.6% in the same period.

**Q What areas of IDC's business are especially in demand?**

A In terms of research, we see a strong demand for research related to the 3rd Platform such as cloud, IoT, software-defined networking, big data, mobility and printing. Specifically, business with printer companies is strong. Eight of the top 10 printer companies worldwide are Japanese companies, and all of them are important clients. They really depend upon IDC's quarterly market data and five-year forecasts. In terms of products, digital content such as IDC White Papers, iView, and infographics related to Go to Market business are in strong demand. One of Japanese vendors' challenges is to grow revenue outside Japan. They look for partners that help them to improve their awareness and expand their business in their targeted regions or countries.

**Q Have you introduced any new products or services in this fiscal year?**

A As IDC has predicted since 2007, the industry's remarkable shift toward the 3rd Platform for innovation and growth — built on Cloud, Mobile, Social and Big Data/Analytics technologies — is a new core of IT market growth. IDC announced a new set of research platforms called IDC DecisionScape to address this fundamental change of the IT landscape beginning in 2014.

In FY 2015, IDC Japan will expand its research domain into end-user companies by using three strategies. First, we will join the IDC Decision-Scape initiative by publishing a Japanese-language version of IDC MaturityScape and IDC MaturityScape Benchmark reports in all corners of subscription services in Japan. Second, IDC

*continued on page 7*

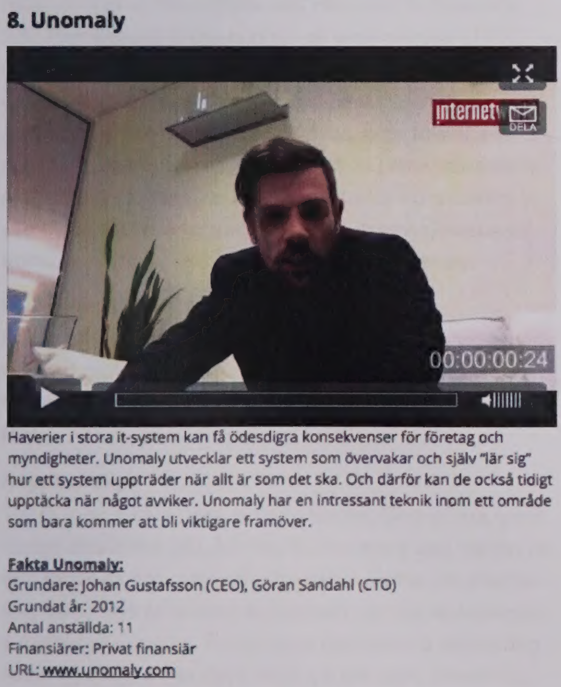
# Internetworld Sweden increases page views with startups' elevator-pitch videos

In a new effort to add more video content and increase page views, Internetworld Sweden introduced a new presentation format for an annual feature, incorporating videos spotlighting the country's most-promising start-up companies.

Every year since 2008, Internetworld Sweden has profiled and ranked the hottest digital companies in a text-based feature. (Notable companies such as Spotify and Klarna have appeared on the lists before they became well-known.) In an open nomination process conducted through Internetworld Sweden's website, entrepreneurs could nominate their own companies or someone else's project; business incubators, universities, investors and venture capital firms also submitted nominations.

This year, after a jury of Internetworld reporters whittled down the 195 nominations to a Top 24 list, the team asked the finalists to provide background information to be used in the feature as well as a 30-second "elevator pitch" video. The videos were to showcase the products as if they were being pitched to an investor.

To help prepare the pitch, finalists received a link to a short instructional video in which Web Editor **Ada Fredelius** demonstrated tips on how to shoot the video, starting off with a poor example (a handheld phone turned the wrong way) and adding some tips such as how to prop up the phone to avoid shaky hand-held video and using the phone's headphones for better sound quality. Companies were given about five days to submit their videos; most submitted on time.



**8. Unomaly**

Haverier i stora it-system kan få ödesdigra konsekvenser för företag och myndigheter. Unomaly utvecklar ett system som övervakar och själv "lär sig" hur ett system uppträder när allt är som det ska. Och därför kan de också tidigt upptäcka när något avviker. Unomaly har en intressant teknik inom ett område som bara kommer att bli viktigare framöver.

**Fakta Unomaly:**
Grundare: Johan Gustafsson (CEO), Göran Sandahl (CTO)
Grundat år: 2012
Antal anställda: 11
Finansiärer: Privat finansiär
URL: www.unomaly.com

***Companies were given five days to submit their videos.***

internetworld
KULTURHUSET
00:00:13:11

***The top-ranked start-up company used a professional looking 360-degree effect in its video.***

Once the videos arrived, IDG Sweden's IDG TV staff edited several that ran over the 30-second limit and added some simple elements: a short introduction, the name of the company and a timer that counted down to the maximum 30 seconds.

During the week of Oct. 27, Internetworld ran the feature in several chunks. Start-ups ranked 24 to 15 were posted on Monday, 14 to 9 on Tuesday, and 8 to 4 on Wednesday; each of them included videos and short description of the product and company. Full-length profiles and videos of the top three start-ups were published that Thursday.

"This was an effective way to rapidly create dynamic content by allowing companies to do it themselves, and the result was witty, concise and sharp movies," Fredelius said. "They saw a place on the start-up list as a good way to make their companies better known and to hopefully attract investors' and media attention."

> "This was an effective way to rapidly create dynamic content by allowing companies to do it themselves, and the result was witty, concise and sharp movies."
>
> *Ada Fredelius*

During the week the feature was posted, there were 6,791 impressions in Lemon Whale — IDG Sweden's online video platform. On a typical week, there are around 400 video impressions.

Because it was testing the video concept, Internetworld did not sell advertising against the videos, but Fredelius said that would be a possibility in the future.

Write to Ada Fredelius. Click here and here for two of the English-language videos, and here for the top-ranked video. ■

*Job Spotlight*

# On the job: Inquiry Analyst

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name**
Stephanie Geary

**Title**
Inquiry analyst, Content Permissions, IDC Framingham

**Joined IDC**
June 2011

**What an inquiry analyst does**
As an inquiry analyst for content approvals, I review submissions from both IDC clients and non-clients when they want to use IDC data or analyst quotes in external marketing materials or social media. I verify the data they want to use is factual, sourced correctly and used in an appropriate context.

**The services I provide and who my customers are**
In this role, I work with internal IDC analysts and sales reps, as well as IDC clients and non-clients. Basically, IDC Permissions is the hub for all external use of IDC data. Every use of IDC research data points, quotes, etc. needs to pass through me. Clients such as HP, IBM, and Microsoft will often send us requests to use analyst quotes in marketing materials such as press releases or presentations. We also receive requests from clients to use our forecast and tracker data in external presentations, blog posts and other marketing materials.

**Key skills required for my job**
Being great with people, multitasking, having both written and oral communication skills, the ability to work in fast-paced environment and being able to think on your feet.

**A typical day**
There is no typical day in Permissions. One of the great things about the job, for me, is that every day varies. No two requests are generally the same. Some are intense and take days to review, and others can be reviewed in a matter of minutes. Some days the inbox is exploding with requests; other days there's a bit more breathing room.

**Best part of my job**
Working closely with both IDC staffers and the clients. You really get a great handle on what IDC is all about as well as how much value IDC has for our clients.

**Most challenging part of my job**
It has to be saying no to a client. No one wants to hear the word no. We often have to say no to a client's request when the data is out of date; generally, we don't approve data older than 18 months as the markets are constantly changing. IDC also has very strict rules regarding press releases. So, if we receive a request from a client to publish a press release based solely on an IDC research report (other than MarketScapes, vendor share reports or tracker results) we have to deny the request and ask them to rework the release so the focus is on something other than the IDC data.

**Why and how I got involved in this career**
I was a journalist for 13 long and mostly happy years, most recently as the editor of The Walpole (Mass.) Times. I was looking for a new direction, and my former roommate was leaving this position. He suggested I might be perfect for it as he and I have the same background, experience, etc. And he was right.

JOE MOLA

*A former journalist, Inquiry Analyst **Stephanie Geary** joined IDC Framingham in 2011.*

**A recent accomplishment**
In March, I became a new mother to my son Caiden. I would say adjusting to being a working mother has been an accomplishment…especially when it's on very little sleep.

**What my colleagues would be surprised to learn about me**
I like to eat grilled cheese sandwiches on cinnamon raisin bread and then dip them in ketchup. It's really good, I swear!

# noteworthypeople

## New employees

Gunaranjan

**Sai Gunaranjan** joins **IDC Center for Consultancy and Research** in Bangalore, India, as assistant research manager, responsible for providing end-user data for syndicated and custom surveys. He previously worked for Blue Ocean Market Intelligence's Primary Research team handling end-to-end primary research operations including survey programming, data processing and data analysis. He holds a B.S. in computer science and an MBA from India's Visvesvaraya Technological University. In his free time he enjoys travel and learning to play the guitar. sgunaranjan@idc.com

**IDC Philippines** has hired **Victoria Moralba** as an office administrator. She was previously senior crewing officer at Navis Maritime Services, Inc. where she also worked in the administration and quality assurance department. She earned a degree in industrial electronics technology from Manila's Meralco Foundation Institute. vmoralba@idc.com

Ung

IDG WORLD UPDATE

Previously editor-in-chief of Maximum PC magazine, **Gordon Ung** is **PCWorld**'s new executive editor. A graduate of San Francisco State University, he holds a B.A. in journalism. He enjoys photography "and, oh, wait, I have kids; that means I have nothing to pursue outside of driving my kids to birthday parties and playdates." gung@pcworld.com

Ryder

PETER SHORT

**Geoff Ryder** joins **IDC Framingham** as a research analyst with the IT Executive Programs group. A recent college graduate, he holds a B.A. in economics and history from Bates College in Lewiston, Maine, and is an avid skier and sailor. gryder@idc.com

Lobova

IDC Russia's new sales manager is **Olga Lobova**. She was previously a sales manager with HP Software Russia selling to the Russian Railways and corporate banking and telecommunications companies. She also worked in marketing positions for F1-Soft and Teleport-TP. She has studied at the State University of Management, the Russian School of Management and INHOLLAND University. olobova@idc.com

Adebote

**IDC West Africa** has hired **Folukemi Adebote** as a senior account manager. She has more than 10 years of experience in the telecommunications and IT industries, having worked for Airtel, Computer Warehouse Group and Business Connexion Lagos, as well as sales experience in such vertical industries as oil and gas, financial services and manufacturing. She is married with two children and will work out of IDC's Lagos, Nigeria, office. fadebote@idc.com

*Send information about promotions, new employees, transfers and employee awards to world_update@idg.com.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

### 26
***Sally Reinfeld*** *IDG Corporate Services Group*

### 25
***Annika Svanström*** *IDG Sweden*
***Susan Middleton*** *IDC*
***Elizabeth Heichler*** *IDG News Service*

### 20
***Tim Greene*** *IDG Enterprise*

### 18
***Paul McNamara*** *IDG Enterprise*

### 15
***Neil Bennett*** *IDG U.K.*

### 14
***Heiko Klinge*** *IDG Germany*
***Robert Swiniarek*** *IDG Poland*
***Ellen Hughes*** *IDC*
***Sean Greathouse*** *IDG Digital Media Group*

### 12
***Fung-Yee Tang*** *IDC U.K.*
***Michael Hennessey*** *IDC*

### 10
***Beth Fitzgerald*** *IDG Digital Media Group*

### 8
***Elzbieta Olszewska*** *IDG Poland*

### 5
***Sonia Pulgarin*** *IDC Spain*
***Shirley Shalev*** *IDC Israel*

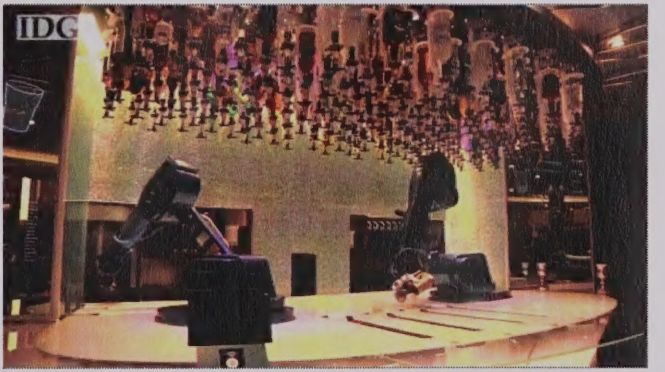
### 4
***Abdulaziz Al-Helayyil*** *IDC Saudi Arabia*
***Juliana Oliveira*** *IDC Brazil*
***Thomas McDonald*** *CIO Executive Council*
***Hack Warrensford*** *IDG Technology Services Group*

### 3
***Elena Ktitareva*** *IDC United Arab Emirates*
***Lena Klaesson*** *IDG Sweden*
***Andy Ferris*** *IDG Digital Media Group*

### 2
***Adriana Rangel*** *IDC United Arab Emirates*
***Marislei Mattias*** *IDC Brazil*
***Julio Barajas*** *IDC Mexico*

### 1
***Jan Stepniewski*** *IDG Poland*
***Vasily Agapov*** *IDC Russia*
***Andrea Kosova*** *IDC Czech Republic*
***Omar Momtaz*** *IDC Saudi Arabia*
***Natalie Cerri*** *IDG Connect*
***Fernanda Eulogio*** *IDC Chile*
***John Woolley*** *IDG U.K.*
***Vickey Bentley*** *IDG U.K.*
***Emily Hanoian*** *IDG Human Resources*

## World Tech Update takes to the high seas



***Check out the Nov. 19 segment of World Tech Update, the IDG News Service's weekly video news roundup, that spotlights tech innovations on Royal Caribbean's Quantum of the Seas. The new ship boasts satellite WiFi, robotic bartenders (above) and virtual balconies that give windowless rooms a view of the ocean.***

## What's going on at your business unit?

Successful events? Creative marketing plans? New ways to increase reader revenue? More? Write to world_update@idg.com.

# IDC's Jaideep Mehta receives leadership award from World Marketing Congress

THE MARKET RESEARCH SU
Endorsed by

*IDC South Asia Managing Director* ***Jaideep Mehta*** *accepts the Leadership Award for Contribution to Market Research from Leonie Vorster, CEO, Southern African Marketing Research Association.*

IDC South Asia Managing Director **Jaideep Mehta** received the Leadership Award for Contribution to Market Research at the World Marketing Congress, a conference in Mumbai, India, earlier this month that drew an international audience of more than 400 attendees. The award was given by the World Marketing Congress and CMO Asia.

"It is with immense pleasure, and an equal measure of humility, that I accept this award," Mehta said. "IDC India's team puts in tremendous effort in every task we undertake, working conscientiously at all times. This award recognizes IDC India's constant endeavor to provide strategic insights to our clients and is dedicated to my team."

The selection panel for the award included marketing leaders from several well-known Indian and international companies. They followed a rigorous process that took into consideration financial metrics, reputational dimensions and demonstrated thought leadership

Mehta was a presenter at the Market Research Summit, held in conjunction with the World Marketing Congress, speaking about "Winning through Digital Disruptions." ■

## Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

*continued from page 3*

## One on one

Japan will introduce new subscription services focusing on the four pillars and innovation accelerators, big data analytics, mobility and IoT. Third, IDC Japan will hold its first CIO Summit event in 2015. In total, we will introduce eight new subscription services and nine special study and multi-client services as well as the new summit in 2015.

**Q What some of your signature events? Do you host many events outside Tokyo?**

A We hold multi-sponsored and single-sponsored events in Tokyo. Our Japan Storage Vision conference is a very successful event sponsored by five or six storage-related vendors and has been held in Tokyo 14 years in a row. There is no other competitor's event that is dedicated to storage area. We held the first Japan Cloud Vision sponsored by NTT communications this year. The sponsor was quite satisfied with the content of the event, which is planned by our local analysts.

This year, our challenge is to hold CIO Summit Tokyo. We received help with the creation of our agenda and event format from our colleagues at IDC EMEA who organized their CIO Summit in Berlin.

> In total, we will introduce eight new subscription services and nine special study and multi-client services as well as the new [CIO] summit in 2015.

**Q Who are IDC's major competitors in Japan, and how does IDC compare? Is there anything distinctive about the IT market research business in Japan compared with other countries?**

A IDC's major competitor in Japan is Gartner. There are competitors that are dedicated to printers, printer supplies and document solutions such as Infosource, InfoTrend and Photizo. IDC Japan employs more than 40 analysts and publishes more than 200 reports locally. Clients recognize how many reports IDC Japan publishes and the scope of the research coverage and insights by local analysts. In contrast, most of Gartner's reports in Japan are translated from the U.S. versions.

IDC Worldwide Trackers — which are quarterly databases that provide market size, vendor share and forecasts for hundreds of technology markets across the globe — are well known for both their wide coverage and their granularity; those are better than any other competitor's databases.

Japanese clients depend on our data for their business planning and marketing. IDC needs to pay attention continually to the quality of data, of course. ■

# celebrating20

## Wieslaw Pawlowicz

*Managing Editor, Computerworld online*

IDG Poland

*Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Wieslaw Pawlowicz from IDG Poland traveled to the U.S. earlier this year.*

### thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Ada Fredelius** *IDG Sweden*
**Stephanie Geary** *IDC*
**Jaideep Mehta** *IDC India*
**Wieslaw Pawlowicz** *IDG Poland*
**Komal Puri** *IDC India*
**Masato Takeuchi** *IDC Japan*

**Joined IDG Poland**
December 1992

**Career path**

In the beginning I was responsible for a news column in Computerworld. During the last 20 years I have held many different positions and led many projects, such as serving as managing editor of the Computerworld SMB Guide report series and Networld's product of the year special issues. Recently I was promoted to managing editor of Computerworld Online.

**Why I chose this trip**

To be honest, my wife, Jadwiga, chose the trip. I had traveled to several places in the United States, and she had never been there.

**Trip highlights**

There were two parts to this two-week trip. The first was very busy, traveling and sightseeing in many places from San Francisco, Las Vegas, the Grand Canyon, San Diego and Los Angeles and the second one, relaxing in Hawaii for five days.

San Francisco is my favorite city in the U.S. On the other hand there is Las Vegas, a not very big but crazy city built in the desert by mad architects. And it really is a city that never sleeps.

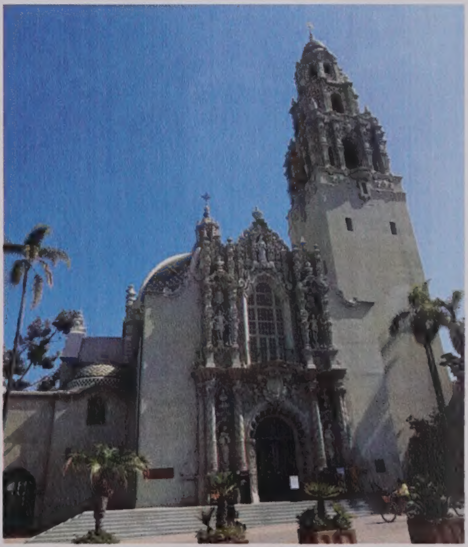
On the way to San Diego our guide warned everybody to have documents ready because we were very close to the Mexican border. Suddenly the bus stopped for police control. It was a short stop because the officer did not want to see our documents (it seems he was not looking for illegal Polish immigrants).

*My wife and I in San Francisco, a city everyone should visit.*

*The Grand Canyon is known to everybody, but to see it in person is something else; it leaves quite an impression.*

After seeing San Diego, Los Angeles and, of course, Hollywood, our last stop was Oahu. After a six-hour flight we were happy to land on this beautiful Hawaiian island and relax on the other side of the planet (a 12-hour time difference from my country). The Hawaiian natural beauty is wonderful, but we also didn't miss the opportunity to see the Pearl Harbor memorial.

The trip was really wonderful, and I appreciate that IDG made it possible.



*St. Francis Liberal Catholic Church of San Diego.*

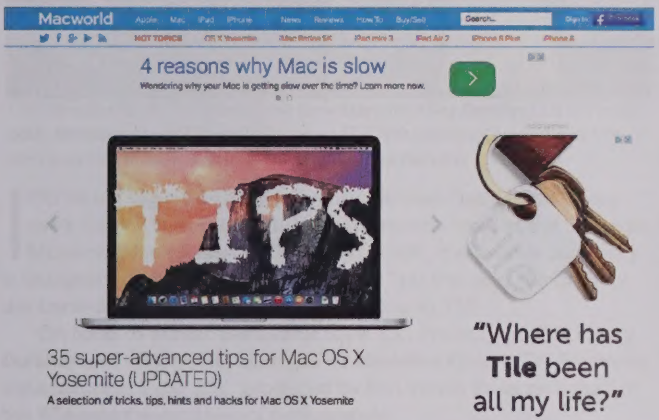
# IDG World Update

EMPLOYEE NEWS AND INFORMATION

17 NOVEMBER 2014 | VOLUME 44, NUMBER 44 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | HOW-TO - page 4 | ANNIVERSARIES - page 6 | CELEBRATING 20 - page 8

## Macworld U.K. editor shares top five ways to grow a site



4 reasons why Mac is slow

Wondering why your Mac is getting slow over the time? Learn more now.

35 super-advanced tips for Mac OS X Yosemite (UPDATED)

A selection of tricks, tips, hints and hacks for Mac OS X Yosemite

"Where has **Tile** been all my life?"

*Macworld.co.uk has seen major traffic gains, and its visibility in Google is better than ever. Editor Karen Haslam talks about keys to its success.*

**SEE MORE ON PAGE 4**

## Also inside

E3 takes home two Trade Show Executive awards

IDG, IDC Spain collaborate on CIO Directions

One on one: IDG U.K. Tech Media EIC Matt Egan

Spot the differences contest winner announced

*Dr. Claudia Cross-Müller teaches IDG Germany colleagues a breathing technique to help relieve stress.*

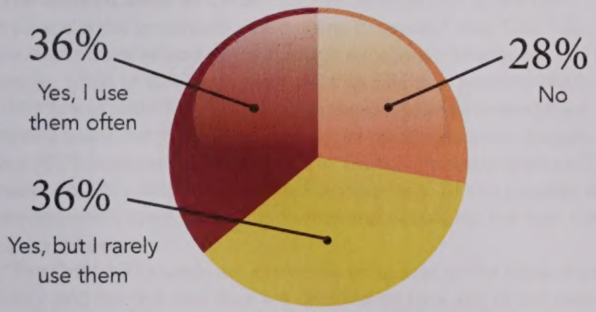
**SEE MORE ON PAGE 7**

*Celebrating 20: IDG Consumer & SMB's Nancy Jonathans tours European sites.*

**SEE MORE ON PAGE 8**

## Question of the week results

Do you have your own printed business cards?



**Log on to www.idgcentral.com to vote on this week's question:**

What are you most afraid of?

CLICK HERE

## Daily IT industry news summary on Central

*The news summary is compiled and produced by Marissa Berenson Yaar, IDG Corporate Communications editor, and available each day on IDG Central's In The News section. Here's a sampling.*

*Why social is key to creating habit-forming news products*
*(Medium)*
*Here is a theory for demonstrating the importance of social engagement and how community is key to triggering a habit that will make readers return frequently and, for news sites with a pay model, encourage subscriber sign ups and retention.*

*Why Instagram isn't (yet) a great platform for news publishers*
*(The Media Briefing)*
*While Instagram may be the fastest growing social media site year-on-year, according to the photo sharing network's communications manager Will Guyatt, that doesn't necessarily mean that news publishers need to be a part of it.*

*News UK finds tablet ads as memorable as print*
*(MediaWeek)*
*The content and advertising in tablet editions of newspapers are processed by readers in a way far closer to the print experience than previously thought, according to the results of a neuroscience study led by News UK.*

# E3 takes home two awards from TSE

AWARDS
CEREMONY

L-R: Diana Bjorklund, VP of Events, Trade Show Executive; **Mary Dolaher**, CEO, IDG World Expo; **Madeline Kruzel**, VP/general manager, E3, IDG World Expo; Chris Williams, SVP, Compusystems; Darlene Gudea, president, Trade Show Executive.

IDG World Expo took home two awards from Trade Show Executive's Gold 100 Awards & Summit last month. Held at the St. Regis Monarch Beach Resort in Dana Point, Calif., the awards ceremony is designed to honor the 100 events that "set the gold standard for the trade show industry" in 2013, according to TSE.

On hand to accept the awards were IDG World Expo CEO **Mary Dolaher** and VP/General Manager E3 **Madeline Kruzel**. The Electronic Entertainment Expo (E3), produced by IDG World Expo on behalf of the ESA was the recipient of both awards.

**Best 24/7/365 Show**. "E3 spanned 382,780 square feet in Los Angeles, but its presence was felt around the world and around the clock by the always busy video game community," noted TSE. "The IDG Custom Solutions group led by **Marci Yamaguchi** [president, IDG World Expo Custom Solutions Group] and her team created a suite of tools and websites that gave virtual attendees an experience that was almost like being there, with behind-the-scenes event coverage, breaking news and interviews, virtual exhibitor booths, and an Interactive Show Map, which depicted the show's hot spots in real time, enabling users to virtually follow the crowds around the floor."

**The Greatest Show on Earth**. "E3 has become one of the hottest tickets in the worldwide video game business," said TSE. "E3 achieved its must-attend status through excellence all around. For example, 100% of 2013 exhibitors felt that E3 has a positive effect on their brand and 95% of exhibitors planned to recommend their company to exhibit at E3 2014. E3's social media presence surged, with a 220% increase (to 508 million) in Twitter impressions and 630% increase (to 232 million) in Facebook impressions. At this popular and information-rich event, speed, authority and visuals are the new currency for influencers."

"The Gold 100 awards are extremely influential in the trade show industry, and the fact that they are decided on by a jury of our peers/competitors who named ours the best trade show in the world makes this quite an honor," noted Dolaher. "We are very grateful to IDG World Expo Custom Solutions for all of their amazing work on E3 Insider and the E3 website which were honored via the 'Best 24/7/365' award, and to the entire E3 team and everyone on our staff who pitches in to create what is truly The Greatest Show on Earth!"

Write to Madeline Kruzel. ■

# IDG Spain, IDC Spain collaborate on annual CIO-, LOB-focused event

T-Systems
DELL
intel
CIO DIRECTIONS
2014
La transformación del CIO
IDC
IDG
CIO Directions

*Computerworld Spain Director* ***María José Marzal*** *moderates a panel during CIO Directions in Madrid. IDG and IDC staff, as well as attendees, took to Twitter during the event, making it one of the top trending hashtags in Madrid that day.*

IDG Spain and IDC Spain produced their fifth annual CIO Directions event in Madrid on Sept. 25. The half-day, free event drew 150 CIOs and line-of-business executives to hear case studies and panel discussions on Spain's most successful and transformative IT projects and to share best practices and network.

Computerworld Spain Director **María José Marzal** said that IDC Spain and IDG Spain "collaborate 50:50 on all aspects of CIO Directions." Marzal hosted the event, and IDC Spain Research Manager **Alberto Bellé** gave the keynote speech on Reinventing the CIO.

A panel discussion with Dell and Intel executives looked at the new professional roles of CIOs and how they are more interconnected with other line-of-business roles. CIOs from some of Iberia's top 35 companies and governmental departments provided IT project case studies. Spain's former minister of industry, Miguel Sebastian, was the final speaker.

CIO DIRECTIONS 2014

La transformación del CIO: liderazgo para la innovación y el cambio

CIO Directions 2014 abordó el impacto de la "tercera plataforma" en la empresa, en el modelo de entrega y consumo de la tecnología, y en el rol de los responsables TI.

***In the days after the conference, attendees at CIO Directions received a five-page PDF with event highlights.***

An awards ceremony closed the event, recognizing five CIOs whose work successfully aligned IT and business at their companies. The winners were chosen by IDG Spain and IDC Spain.

Sponsors included T-Mobile, Intel, Dell and Equifax. "CIO Directions gives our sponsors an opportunity to communicate their strategies to our audience, as well as gain new CIO contacts going forward," Marzal said.

For more information contact María José Marzal. ■

# OneonOne

## Matt Egan

*IDG U.K.*

***The editor-in-chief of IDG U.K. Tech Media is this week's columnist. Reach him at matt_egan@idg.co.uk.***

> "Most of the time you will intercept users who are surfing via search engines and social media. To attract a commercially viable audience you need to offer your target audience something unique and compelling. You have to be the best at a few things, rather than okay at everything."

**Q At last month's Global Product Line Meeting, you spoke about the importance of devising a content strategy that would be in synch with a brand's goals. What are some considerations?**

A IDG produces the best independent, expert content. But it is imperative to ensure the correct content is being created for each product, and this content fits the commercial brief. In the past, editorial teams were kept as far as possible from the commercial model, for good reasons. But today whoever is responsible for content strategy must understand the business metrics and deliverables. Not all editors will want to know or care about key metrics, and that's fine. You want the best writers, designers and video makers, not the most business savvy. But whoever is in charge needs to understand what success looks like and base content strategy on those key deliverables. That person's performance needs to be measured on this factor.

For our two biggest sites — PC Advisor and Macworld U.K. — the goals are simple: U.K. page views, U.K. uniques, global page views, global uniques and video views. In short, the largest possible audience of tech consumers looking for purchasing advice. Everyone on the team knows that these are the key aims and that the team is judged on our products' performance in these areas.

Key considerations include ensuring that the commercial and content arms of the business unit are working together toward the same goals, and making sure that everyone in the editorial team knows what success looks like for them. It is important to examine and communicate business goals often: things change quickly.

**Q Can you explain what you mean by "what you don't do matters more than what you do"?**

A One of our key challenges is moving from publishing magazines to publishing websites. With a magazine you do a lot of things reasonably well. You want your reader to invest in only your content, and in return you offer them all the information they will need on your given subject. The web doesn't work this way.

Your readers will visit hundreds of websites each month, and the brand or site they are on will matter only in the sense that they trust the information when they are with you. Most of the time you will intercept users who are surfing via search engines and social media. To attract a commercially viable audience you need to offer your target audience something unique and compelling. You have to be the best at a few things rather than okay at everything.

At IDG U.K. Tech Media, for example, we don't attempt to win at tech news. We have neither the resources nor the expertise to consistently beat the BBC and the national newspapers at breaking consumer tech news. And we can't afford to expend energy doing anything that won't help us achieve our goals.

We acquire new users through search and social, and we do so by providing in-depth and technical product reviews, tips and buying advice around a strictly defined range of products. We don't have the resources, the time or the expertise to do anything else. So we don't.

**Q You advised that we learn from the iPhone 6 launch and be the Apple Store and not WalMart. What do you mean?**

A It's about quality rather than volume, and focus rather than speed or range. When the iPhone 6 launched, virtually every publication in the U.K. covered it. It was a major story even on the national TV networks. We can't compete with their scale, but they can't match our specialist expertise. So to win from such an event we have to offer something no one else can. Like the Apple Store, we offer a small selection of very high-quality, very targeted things. In our case it is pages of content rather than products. We produce very technical long-tail reviews, analysis and consumer buying advice. We offer live launch coverage that adds expert analysis.

It requires discipline to avoid writing just another 'Apple launches the iPhone 6' news story. We offer something they can't get elsewhere, and thus fulfill our commercial brief by attracting potential iPhone 6 users throughout the shelf life of that product.

**Q What's your search/social headline strategy?**

A In our CMS there are three headline fields: long headline, short headline and social sharing headline. I'll explain what each is for technically and then the more important reasons for using this system.

The short headline appears in listings and is the page metatitle. This is for SEO. It should be the shortest way of telling the story of what is on the page, using important keywords and nothing else: 'iPhone 6 review'. Because it is in listings, it becomes the principal source of inbound links to the page, so will rank for 'iPhone 6 review'. We expect all editors to spend time using Google Trends and

*continued on page 5*

# Macworld U.K. editor shares top five ways to grow a site

## *Macworld's Google visibility at all-time high, October page views jump 555% year over year*

Macworld U.K. Editor **Karen Haslam**

*Macworld.co.uk is nearing the end of what has been a fantastic 12 months. In a year that has seen traffic rapidly increase, the website has just seen its best-ever month of traffic with page views 555% higher than the same month in 2013; page views for the year are already 380% higher than 2013; and its visibility in Google is better than ever, with its most important stories ranking consistently well. IDG World Update asked Editor* ***Karen Haslam*** *to share the secrets to her team's success.*

How did Macworld U.K. mastermind the transition from an Apple fan site to an Apple portal that rivals generic tech sites? This was our approach:

### 1. Change of strategy

Rather than reporting news about Apple to a dedicated fan base, as we had done previously, we started to focus on high-traffic content. We now use various tools to examine what people are searching for in Google and evaluate the kinds of stories that are bringing traffic to our competitor sites. This widened our scope beyond traditional Apple fans to engage with new audiences. With more people than ever owning Apple products there was a real opportunity to reach out to this market that wouldn't traditionally have read Macworld but could come to our site for in-depth Apple-focused content that answered their questions. As a result of this new focus we began to produce how-to articles to suit various abilities, addressing basic questions such as 'How to delete photos on your iPhone' or much more advanced troubleshooting. Some of our biggest winners have been 'How to run WhatsApp on an iPad' and 'How to downgrade from iOS 7 to iOS 6,' and it should be noted that even when the answer is: "You can't," examining the options can still be valuable.

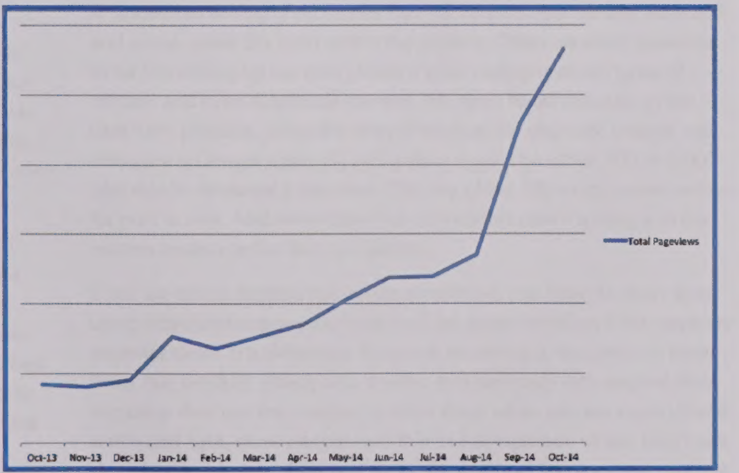
### 2. Evolving news into long-tail features

Rather than craft a new story each time a new iPhone rumor appeared or Steve Wozniak said something amusing, we began to build up central repositories for such news. So, for example, when we started hearing references to a 5-inch iPhone (which we now know was the iPhone 6 Plus) we created an article that became our iPhone 6 Plus rumor roundup in which we discussed the various leaks and our own hopes for the device. Each time news broke about the bigger iPhone this story was updated, and every time it saw a boost in traffic. We were able to benefit from the fact that Google already recognized the article's value and relevancy, so we were able to gain from that rather than start from scratch each time. It also means that any on-site SEO can be directed to this one story, rather than multiple articles about the same topic.

### 3. Planning ahead

We spend a lot of time planning content around various Apple events and announcements. September and October are very busy months for the team at Macworld U.K., because Apple tends to make the vast majority of its announcements at this time of year. However, we start working on the content relating to these expected announcements much earlier in the year. We posted previews of the new products based on the rumors and wrote beta-based how-tos about the new software. While we write these previews and how-tos based on betas and speculation, we always call it a preview and make it clear at the beginning of the article that this is the case. These stories are then able to build up their search engine ranking in the run up to the event. Following the product announcements we are able to update these already high-ranking previews with our hands-on reviews, and then later, when we have

*continued on page 6*



***Macworld U.K.'s page views have been steadily increasing over the course of the past year as the result of a new editorial strategy, careful planning and close attention to SEO. Last month's page views were 555% higher than those in October 2013.***

*continued from page 3*

## One on One

other tools to ascertain the best short headline for each article — the best being the most popular search term.

If the short, or SEO, headline tells people what is on the page, the social sharing headline should tell people why they care. This headline is used to autofill Twitter, Facebook and Google+ posts and is also used for internal recirculation via 'Read next' and Outbrain and so on. Thus it should be human, interesting, potentially controversial. Something with which users can either agree or disagree, because people share things about which they feel strongly. So, for example: 'Why you shouldn't buy the iPhone 6.'

The long headline is simply a combination of both, in two separate clauses: 'iPhone 6 review: Why you shouldn't buy the iPhone 6.' This appears as the H1 on the page itself, so is very important for search, but it is also useful for social sharing.

Technically, that is all very useful. But more importantly this system forces the editors, from the point of story conception, to ask themselves: is this story going to win via search, via social or both? If the answer is hard to come by, we shouldn't write the story. We're more than happy to take risks and try things, but before we even start writing content, we have to have a good idea of how it is going to win. This is so important: new rivals such as Buzzfeed have no legacy of writing things because they feel like the right sort of thing to write. We can't afford to expend energy on creating anything unless we think it is going to help us hit our goals.

**Q Any other search/SEO tips you can share?**

A Around 85% of our traffic comes from search, and search is where we find most of our new users.

Most critical is to pay attention to all three stages of a successful search strategy: find opportunities, match them with something better than what was previously there and optimize. Most traditional publishers focus only on the optimization bit: trying to attract readers to content already written. This is helpful, but missing the point.

Two members of our team spend time each week using tools such as Experian Hitwise, Sistrix and Google Trends to find search terms in our space that are (a) popular and (b) poorly served by rival sites. Once we have uncovered a search opportunity we discuss how we can fulfil the requirements of the searcher better than anyone else. And then we commission or write the piece.

Once you have a good and unique piece of content that answers an important search term, optimizing it is straightforward. Make sure the headline and cross-heads match the search term; use your opening paragraph and meta-description to tell the story of the page in as few words as possible; make sure image and video files are correctly named and have relevant metadata; use relevant keywords throughout and so on. These are all small but critical things, and if you do them every time you will see the benefits.

Probably the most important aspect of editorial SEO is link strategy. Ensure that there are multiple internal links to relevant stories in every single page. If it is a smartphone review, the first mention of the word 'smartphone' should link to your smartphone reviews listings page. And there should be a link to your most-recent smartphones group test and smartphone buyers guide high up in the story. It's possible that some users may click these links, but their principal function is to send search-engine crawlers to high-value pages. This will increase the value of those pages. Have a link strategy, and enforce it. It really helps.

One other tip that is free and simple: use social media for SEO. Every writer should have Facebook, Twitter and Google+ profiles. These should link to their author page, and writers should post every piece of content they write to their profiles. This will increase their author rank.

**Q How do you use social media to attract new users?**

A Most of the new users of Macworld U.K. and PC Advisor come from search, as I mentioned above. But most of the readers of our Digital Arts website come from social. Social is an important way of adding incremental readers to our key consumer websites, too.

As with search, it is important to understand that you can't just 'social' any story to success. It needs to be conceived as a social story and shared with the correct social audience. The key to social success is: don't be boring. Write something with which people can either strongly agree or disagree. Or write something with which they want to associate because it makes them look clever or funny.

Spend time building communities on the social platforms that suit your brand. For Digital Arts, Macworld U.K .and PC Advisor that is a combination of Facebook, Twitter and YouTube; for some of our enterprise sites it is LinkedIn.

Long-term social success comes from building social communities by sharing the correct volume of interesting and thought-provoking stories — and only those. It is important not to over share — post only 'social' stories and schedule to post only at the busiest times. On Facebook once or twice a day, on Twitter more often.

**Q Can you talk a bit about your concept of digital storytelling?**

A As well as writing great stories that will acquire new readers via search and social, make the form match the content. Often we allow ourselves to be hamstrung by our own publishing conventions about types of content and even lengths of content. We need to tell the story in the best form possible, using the array of tools at our disposal. Images and video are no longer optional, and a story should be either 100 or 2,000-plus words: whatever it deserves. The day of the 500-word review written for print is over. And remember that only editors care if a story is in the reviews section or the features section.

If you are telling readers how to do something, you need to show them using video and images. Perhaps it will be easier to follow if the steps are separate slides in a slideshow. If you are reviewing a new product show them that product, ideally with a video and definitely with original photography. And use the imagery to tell a story: when you are saying that it is thin and light, show people how thin in a comparison video. Don't just describe the camera, show test shots. Explain how fast your test product is according to benchmarks, but also use a visual graph to make it clear how much faster it is than a rival product. ■

# noteworthypeople

## Promotions

**Gregg Pinsky**, IDG U.S. Media SVP/GM announced several promotions within the **Digital Media Group**. "Director, Software Engineering **Thomas Alexander** has been promoted to VP, Engineering," Pinsky said. "He will now oversee the full development cycle, including front and back end development in addition to the QA function. Senior Web Developer **Kate Davis** has been promoted to web development manager and will manage some of the back end developers in Framingham, Mass. Manager, Front-End Development **Dawn Voyta-Petersen** has been promoted to SEO director and will be heading up our SEO efforts. Finally, Executive Producer **Matt Goebel** has been promoted to VP, User Experience and Digital Products. I am confident this structure will help move U.S. Media forward." talexander@idgcsmb.com, kdavis@idgenterprise.com, dpetersen@idgenterprise.com, mgoebel@idgenterprise.com

**Alexander**

VALERIE D'AQUILA

**Davis**

VALERIE D'AQUILA

**Voyta-Petersen**

**Goebel**

## New employees

**IDC Canada** has hired **Jonathan Larrad** as a senior account executive. Previously an account manager at Deloitte, he holds a B.A. in Spanish and Latin American studies and an M.A. in international business from London University in the U.K. In his free time he enjoys cooking, travel and spending time with his daughter and partner. jlarrad@idc.com

**Larrad**

*All business units are encouraged to send information about newly hired and promoted employees to world_update@idg.com.*

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

### 26
**Donna Fraser** *IT World Canada*

### 23
**Patrick Gorman** *IDC*
**Karen Wilde** *IDG Strategic Marketing Services*

### 22
**Maria Lindström** *IDG Sweden*

### 16
**Francis Hare** *IDC*
**Ellie St. Louis** *IDG Enterprise*

### 14
**John Richard Gole** *IDC*

### 13
**Melissa Riofrio** *IDG Consumer & SMB*

### 11
**Jeanne Lee** *IDC*

### 10
**Johanna Himes** *Digital Media Group*

### 8
**Piotr Twardy** *IDG Poland*
**James Lee** *IDG Global Solutions*

### 7
**Nino Kerl** *IDG Germany*
**Michael Simons** *IDG U.K.*

### 4
**Stefania Aguzzi** *IDC Italy*
**Robert Brothers** *IDC*
**Sherrie Reardon** *CIO Executive Council*
**Leah Yamshon** *IDG Consumer & SMB*

### 3
**Carlos Bravo** *IDC Mexico*

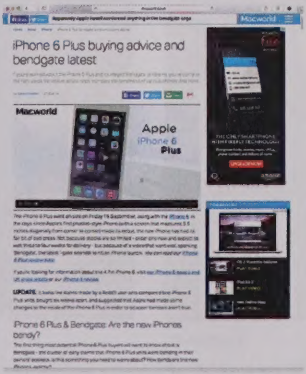
### 2
**Shai Horovitz** *IDC Israel*
**Pavel Ullmann** *IDC Czech Republic*
**Markus Ekberg** *IDG Sweden*
**Eduard Hollander** *IDG Netherlands*
**Robert Young** *IDC*
**Brad Casemore** *IDC Canada*
**Byron Halbower** *Digital Media Group*
**Lucy Sandison** *Digital Media Group*

### 1
**Sandra Schmitt** *IDG Germany*
**Joanne McClay** *IDG Connect*
**Gabriela Guerrero** *IDC Chile*

*continued from page 4*

# Macworld U.K.

had the time to fully review the product, we update them again. We don't stop there; we continue to update the review as we use the device over the weeks and months that follow.


iPhone 6 Plus buying advice and bendgate latest

Macworld

Apple iPhone 6 Plus

UPDATE

iPhone 6 Plus & Bendgate: Are the new iPhones bendy?

*Macworld's shift in editorial strategy has widened its audience beyond traditional Apple fans.*

### 4. Maintaining focus

Macworld U.K. is purely an Apple-focused site. As such, one of our new strategies this year was to focus only on Apple products, with a few exceptions. This means we no longer review third-party products unless it is as part of a comparison with an Apple product or as a roundup of products, such as 'Best iPhone Cases.' Our iPhone-versus-Android handset comparisons are always off the charts — we take the Android-fanboy flame in our stride. We find that there is a great deal of interest in these comparison reviews and group tests, where we saw little traffic for our reviews of cameras or printers, for example. We find doing one thing — Apple products — well is better than trying to compete with other sites that review hardware and software. We only look at third-party products as part of a roundup. For example, every time we find a new favorite game on our iOS devices we add it to our incredibly popular 'Best iPhone Games' feature.

### 5. Doing the admin

One of the jobs we do at Macworld.co.uk seems far removed from the traditional role of a journalist, but it's one of the most important things we do. Optimizing stories for Google — the dreaded SEO — is the difference between a story fading into obscurity and a story consistently drawing traffic to your site month after month. We have created webs of stories all around our site; stories in certain topic areas are linked to each other via keywords and phrases. Another reason to fill your story with useful links is that article pages are more likely to be seen than your home page. So see each page as a home page in its own right, and make sure relevant content is linked from it. And remember that this page may be your only chance to sell your site to your reader — make it look beautiful and offer interactive elements like video so that the experience of being on your site is as good as it can be. ■

## IDG Germany's Health Awareness Day focuses on stress reduction

Sixty employees took advantage of IDG Germany's first Health Awareness Day last month, a day designed to help employees find new ways to reduce stress and burnout.

According to Human Resources Director **Christine Zwinger,** the idea arose during a discussion of a recent Employee Opinion Survey. "One of our employees asked me if we could offer not only fitness training — we have a freelance personal trainer who offers fitness lessons twice a week — but also some kind of relaxation techniques suitable for people who don't like sports," Zwinger said. HR Manager **Katja Staffetius** and Zwinger began working on a Health Awareness Day that would offer new insights and tips on dealing with stress and resilience.

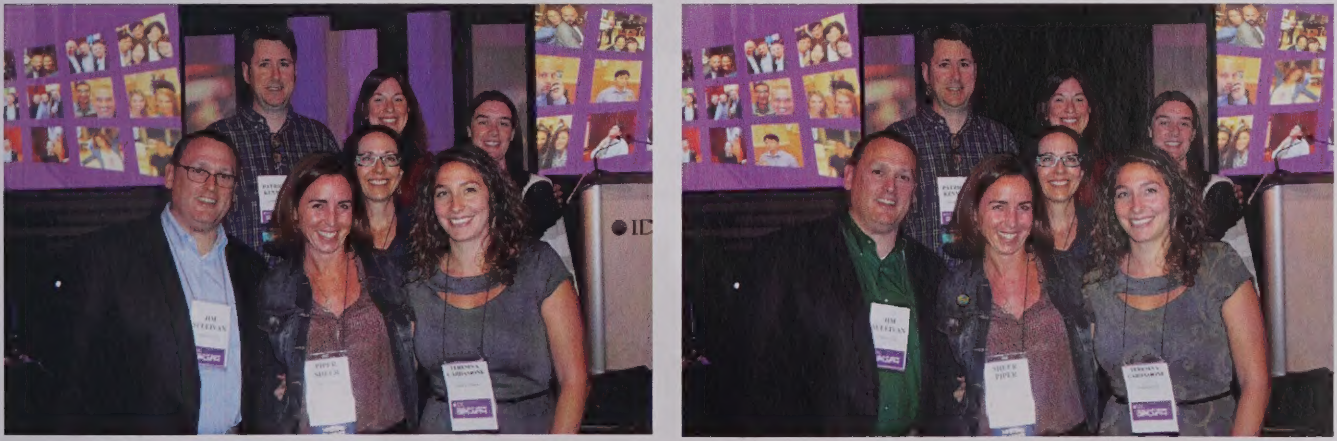
Staffetius found a health insurance company to sponsor the day and send a specialist who offered the participants a computer-based stress test. "Dr. Claudia Cross-Müller, a renowned German neurologist and expert on burnout prevention, gave a very interesting, entertaining talk on how to avoid burnout, cope with stress at work and become more resilient," Zwinger said. After the talk, attendees tested different methods of dealing with anger and stress at work. In the afternoon, Markus Rothermel, IDG Germany's personal trainer, offered four short workshops on autogenic relaxation, a self-visualization technique created in Germany in 1932.

Rothermel has been holding twice-weekly workout classes IDG Germany during lunch for several years. "He doesn't offer a hard workout, so people don't have to wear workout clothing," Zwinger said. His classes require no registration, and about 10 to 15 people participate in each class. "We started offering this benefit to give people the opportunity to get some exercise and help them to reduce stress at work," Zwinger said.

In addition to the Health Awareness Day activities employees could register with the Central Stem Cell Donation Registry to be potential stem cell donors. More than 40 IDG Germany employees signed up, and "we were really happy about this very good response," Zwinger said. The 50 euro (US$63) cost for each registration as a stem cell donor were paid by IDG Germany. ■

*L-R: IDG Germany freelance personal trainer Markus Rothermel; Human Resources Managers **Katja Staffetius** and **Sandra Wenisch**; Assistant to the VP, Sales, IDG Business Media **Magdalena Koch**; Research Manager **Thamar Thomas-Ißbrücker**; Project Manager **Christiane Stagge**; Director, Executive Relations Director **Henriette von Wangenheim**; Senior Key Account Manager **Gerda Tausch**; and CIO Deputy Editor-in-chief **Rolf Röwekamp**.*

# Spot the differences



Congratulations to **Nicole Day** from IDG World Expo whose name was randomly drawn from all correct entries in this month's Spot the Differences contest. Nicole will receive an insulated IDG lunch bag filled with various IDG goodies.

Answers:

1. Jim Sullivan's (left) shirt changed color.
2. Jim is also missing his glasses.
3. Piper Sheer's (center, front) name on her nametag is reversed.
4. Piper is wearing a new button on her jacket.
5. Teresina Cardamone's (front right) dress is patterned.
6. Elizabeth Heichler's (center) earring is missing.
7. Patrick Kenney (back, left) found the earring.
8. IDG logo missing from podium.
9. Two photos in the background are swapped.
10. The three purple columns are missing from the background.

# celebrating20

## Nancy Jonathans

*Production Director*

IDG Consumer & SMB

*Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Nancy Jonathans from IDG Consumer & SMB in San Francisco traveled to Europe earlier this year.*

### Joined IDG

May 1992. I'm a boomerang employee and left for six months. I actually started in November 1991.

### Career path

I started out at PCWorld as a billing coordinator in the production group and have been in production my whole career. Currently, I'm production director. After all this time, I still enjoy my job.

### Why I took this trip

I've actually done this trip many times because my husband's mother and sisters live in Holland. He's since passed, so this time I wanted my mother, sisters and nieces to share this with me.

### Who I traveled with

Originally, it was just going to be my sister and her two daughters who live in New York. My sister was turning 50, and one of my nieces graduated from high school. Then, another sister (I have four) and my mother, neither of whom had been to Europe and live in Hawaii, found out about the trip and paid their own way to come along. I also picked up my sister-in-law in Amsterdam. That made seven — so typical of my family! We subscribe to the "more is merrier" theory.

***Locks on a Paris bridge symbolize enduring love.***

***At the Louvre (l-r): My sister-in-law, mom and me.***

### Trip highlights

We started in Amsterdam, took a train to Brussels and then on to Paris. The highlights were being together and seeing my immediate family discover Europe for the first time. We were in Amsterdam during the third-place playoff of the World Cup between Holland and Brazil. The city was covered in orange and people hurrying on their bikes to parties around town. The city was quiet — except for outbursts of cheers. We found the chocolate street in Brussels and stumbled into a farmer's market and *cuberdons* (conical jelly sweets). We were in Paris on Bastille Day and got into the Louvre for free. The biggest payoff was my Mom saying at the end of our trip, "This was a dream come true." She's 85. Thank you, IDG!

***We took a walk through the serenity of The Begijnhof — a religious community for women — in Amsterdam.***

***Sacré-Coeur was majestic on a lovely Paris day.***

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Madeline Kruzel** *IDG World Expo*
**Maria José Marzal** *IDG Spain*
**Christine Zwinger** *IDG Germany*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

10 NOVEMBER 2014 | VOLUME 44, NUMBER 43 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 2, 4 | ANNIVERSARIES - page 7 | CELEBRATING 10 - page 9

## French partner launches content curation plaform for LOB readers

*DigitalBusinessWorld.fr aggregates more than 100 content sources — including high-value blogs, videos, freelanced articles and tweets — related to training and information about digital technologies.*

**SEE MORE ON PAGE 4**

## Also inside

Germany's Technuggets social sharing site targets younger audience with curated consumer content

One on one: IDG Communications Worldwide CEO Michael Friedenberg

Partner profile: Portugal's Crocodilo Media

*Toes over Toronto: IDC Canada trio takes Microsoft relationship to new heights.*

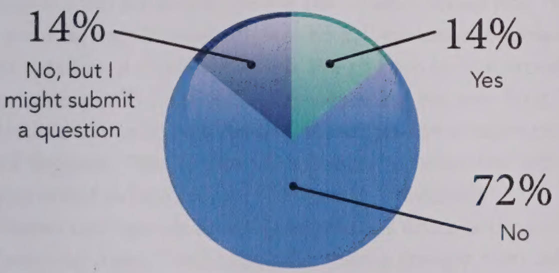
**SEE MORE ON PAGE 8**

*Celebrating 10: IDG Enterprise Senior Marketing and PR Manager Lynn Holmlund*

**SEE MORE ON PAGE 9**

## Question of the week results

Any plans to participate in Facebook CEO Mark Zuckerberg's Community Q&A on Nov. 6?



**Log on to www.idgcentral.com to vote on this week's question:**

Do you have your own printed business cards?

CLICK HERE

## More on IDG Central

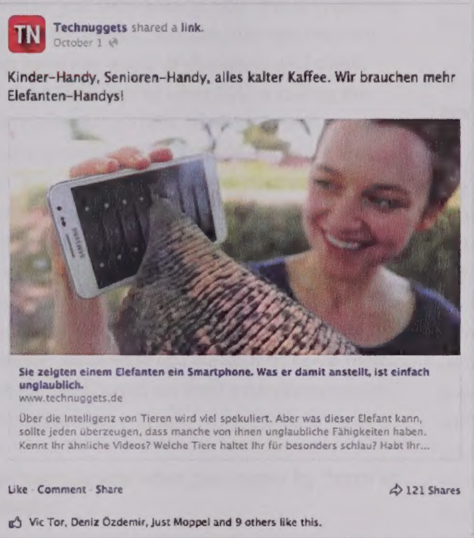
"If I bought those pork chops one at a time, I would have paid a lot more for the nice pork chops and a lot less for that chicken-wing pork chop. And that's how programmatic works."

*Pete Longo, CEO, IDG Communications U.S.,used a creative analogy to talk about what's driving programmatic advertising — buying and selling names, one at a time with transparency — during his presentation at the IDG Global Product Line Meeting. Click here for the video.*

# IDG Germany targets younger audience with curated content on Technuggets social sharing site

IDG Germany is testing the content curation waters with a new vertical Facebook-based site aimed at capitalizing on the popularity of social sharing.

Launched last month, Technuggets targets young users of social networks who are interested in fun, interesting or offbeat content related to consumer electronics and eager to share their discoveries — or 'nuggets' — with their friends (see sidebar). "Finding genuine nuggets on consumer electronics has always been a highly time-consuming process for users," said **Jonas Triebel**, IDG Tech Media Germany publisher. "We want to use Technuggets to position and successfully develop our company in the fast-growing social-sharing segment. Technuggets' key purpose is to generate as many shares and likes as possible on social networks and enable us to help advertisers tap into that audience."


TN **Technuggets** shared a **link**.
October 1

Kinder-Handy, Senioren-Handy, alles kalter Kaffee. Wir brauchen mehr Elefanten-Handys!

**Sie zeigten einem Elefanten ein Smartphone. Was er damit anstellt, ist einfach unglaublich.**
www.technuggets.de
Über die Intelligenz von Tieren wird viel spekuliert. Aber was dieser Elefant kann, sollte jeden überzeugen, dass manche von ihnen unglaubliche Fähigkeiten haben. Kennt Ihr ähnliche Videos? Welche Tiere haltet Ihr für besonders schlau? Habt Ihr...

Like · Comment · Share
121 Shares
Vic Tor, Deniz Özdemir, Just Moppel and 9 others like this.

*Technuggets' most-shared "funny, surprising, nerdy stuff" has included an elephant learning to use his trunk to swipe through photos on a tablet.*

The Technuggets Facebook page currently has 4,905 fans, the vast majority of whom are between 13 and 24 years old. "The young age is brilliant," Triebel said, "because other IDG Tech Media users are much older, and one of our goals is to reach younger people interested in technology."

IDG Germany works with a skilled social media partner, also named Technuggets, on the platform. Using web crawlers to search for appropriate items on consumer electronics, they collect the nuggets that are posted on the site. Triebel added that "there is no in-house cost because there is no IDG-generated content; it's just curation of external content. We pay our service provider not for writing useful content but for searching the web for it."

He added that there is no one named person or team posting the nuggets, "because we want people to follow the Technuggets brand as fans instead of following individuals."

Triebel said there is currently no obvious IDG branding on the Facebook page. "Technuggets is sharing content from other websites, and we do not want them to get angry about a huge media company taking their content. So we keep the IDG name in the background, although you can find out who is behind it if you click the About link on homepage." Triebel explained that the Technuggets brand exists on Facebook, and the separate Technuggets site is "a necessary tool to have a link destination."

The number of fans following the Technuggets Facebook site is growing rapidly and exponentially at roughly 1,000 new fans a week. "Once you have one fan, that fan brings in her Facebook network when she shares something from Technuggets," Triebel said. "This is one of the major reasons we launched this project — in order to easily reach thousands of consumers."

IDG Germany CEO **York von Heimburg** said, "We want to use this pilot project to learn how well users respond to aggregated content in our accustomed range of topics and how we can use that content to create an attractive advertising environment for our clients."

Monetization of the site will revolve around native advertising; there will not be any display advertising. IDG Germany has created a native advertising portfolio, and several clients are using it for sponsored posts on PC Welt's Facebook page. Similar posts will soon be appearing on Technuggets as well.

"The native advertising portfolio has some standardized products that any client can buy, such as the sponsored post," Triebel said. "It's helpful to have a portfolio of native advertising formats because a lot of clients ask what we can do, and a portfo-

*continued on page 8*

## Popular shares on Technuggets

Technuggets content is largely "funny, surprising, nerdy stuff," according to IDG Tech Media Germany Publisher **Jonas Triebel**. Some of the most shared pieces of consumer electronics news unearthed to date include the following videos:

- A hawk attacks a camera-rigged drone (neither were harmed).
- An elephant learning within minutes to use his trunk to swipe through photos on a tablet.
- A 16-year-old boy installs and runs Windows 95 on his smartwatch.

Triebel said that only the Technuggets team can post content to the Facebook page, "but every user is able to comment on the postings. We are implementing a new feature in which users can send in a link if they find something on the web they think is worthy of being on Technuggets. We will scan those suggestions and run some of them on the site."

# OneonOne

## Michael Friedenberg

### *IDG Communications Worldwide*

***The CEO of IDG Communications Worldwide is this week's columnist. Reach him at [michael friedenberg@idg.com](). View his video on these topics [here]().***

"In order for IDG Communications to be relevant with our advertisers, we need to deliver consistent capabilities on a global basis around the core areas of premium audiences (brands and/or audiences), data-driven capabilities (network, exchange), and marketing/reader services (custom content, social, mobile, video, demand generation, CIO Executive Council, paid content, etc)."

**Q What are the dynamics causing such change in our market today?**

A It is remarkable to see how "change" is the common theme at a global, tech and media level. At the global level, the biggest change we are seeing is the metamorphosis of the Internet. The conventional web was primarily a communication tool, but it has now evolved into a mobile, social, data-driven entity that is changing every aspect of world be it geopolitical, business or individuals' lives. When you then look at how this is impacting the high-tech market, you see how we are now moving from the world of desktops and client-server (2nd Platform) to what IDC is calling the 3rd Platform where 100% of all high-tech growth is occurring within social, mobile, big data and cloud. Thus, our top customers must transform their value proposition given that our readers' (and their customers') needs have transitioned to these new technology sets. Specific to media, you are seeing the worlds of premium audiences, data and marketing services collide. It is now a "race to the middle" as to who will be able to serve their customers best based on their new demands and requirements.

**Q Can you explain what you mean by "race to the middle?**

A There are two levels to this, one from a media perspective and the other from an editorial perspective. First, from a media perspective, there are many different models that one can follow to be a successful media company. You can be a premium publisher, a network, an exchange, a social/native platform or a commerce platform. None are wrong, but the race is to infuse all these components into one. Thus, the "race to the middle," and it is why I get so excited about IDG's future, because when you look at these models we have an excellent opportunity to provide our customers all of these capabilities.

From an editorial perspective, the race to the middle is a bit different. Right now there seems to be two camps forming in the digital landscape. One camp is the authoritative, well-established media brands that primarily create all of their own content. Brands like The New York Times, The Wall Street Journal, The Economist, The Guardian and IDG fall in this camp. And then you have a second group of venture-backed entities that have gained popularity and scale by being irreverent (authentic) and primarily aggregating and curating content. Brands like Business Insider, Gawker, Buzzfeed and Vice started this way. But now you are seeing a race to the middle because readers value both. Thus, the authoritative content creators are trying to incorporate more aggregation/curation practices while the native curation/aggregation sites are now investing in editorial resources to elevate their level of quality journalism. It is important that IDG recognize these shifts, and I am thrilled to see movement in these areas like IDG Germany launching Technuggets [see [page 2]()], IDG U.S. Media expanding Answers along with the recent launch of the [IDG Contributor Network]().

**Q Are you saying that IDG's premium brands are no longer important?**

A Absolutely not! In fact, our premium brands are more important than ever. Years ago in a print media world, what separated IDG from its competitors was our high-quality circulation. In today's media market, data is the equivalent of circulation. So the premium brands are essential because they attract premium audiences to our sites that allows us to capture the highest quality data. This data then drives our fastest-growing revenue streams within IDG right now, which are IDG TechNetwork and IDG Connect. IDG's premium brands are essential and core to the mission of being a global tech media, data and services company.

**Q Can you explain what it means to be a global tech, media, data and services company and how that is different from our traditional focus?**

A From an advertising perspective, IDG Communications has done a magnificent job of transitioning from a print- to digital-centric media company. We were one of the first to see our digital revenue gains outperform our print declines. In fact, 53% of our worldwide revenue is now digital (71% U.S. and 42% international). However, given the shift from the conventional web to a mobile, social, data-driven web, our customers are asking for IDG to deliver a slightly different solution set. In many recent meetings in the field, advertisers are sharing with me that they want to do business with publishers that can deliver premium audiences at scale and that have a deep understanding of strategic marketing services. Thus, in order for IDG Communications to be relevant with our advertisers, we need to deliver consistent capabilities on a global basis around the core areas of premium audiences (brands and/or audiences), data-driven capabilities (network, exchange) and marketing/

*continued on page 6*

# French partner launches content curation platform for LOB audience

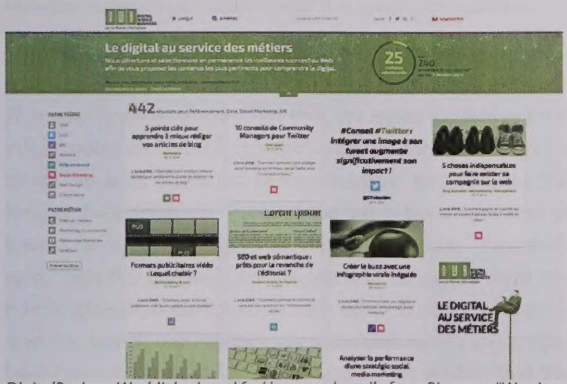
IDG's B2B publishing partner in France, IT News Info, is broadening its reach beyond IT decision makers to address the need for training and information about digital technologies among line of business managers and their teams in enterprises both small and large. DigitalWorldBusiness.fr is a content curation platform that aggregates high-value blogs, videos, freelanced articles and tweets, each of which is selected and approved by DWB Project Manager **Romain Soulier**.

In beta since late May, DigitalWorldBusiness.fr officially launched in September with a community of more than 100 selected content sources focused on eight key themes: CRM, Data, KPI, Mobile, SEO, Social Marketing, Web design and e-commerce, each of which can be filtered in four areas: human resources, marketing, legal and finance.

> "The question was, 'how to balance the launch of a valuable brand with a very reasonable cost structure?' It was our technical team that brought us this curation platform solution."
>
> *Jean Royne*

"Companies are undergoing the digital revolution every day," noted **Jean Royné**, managing director, IT News Info. "They know that digital technology offers new levers for greater control of their activities and greater efficiency. Whether for managing teams or projects, digital is, and will be, central to any activity.

"For more than 12 months, we have been looking to target LOB managers," Royné said. "The question was, how to balance the launch of a valuable brand with a very reasonable cost structure? It was our technical team that brought us this curation platform solution."



Le digital au service des métiers

25

240

442

5 points clés pour apprendre à mieux rédiger vos articles de blog

10 conseils de Community Managers pour Twitter

#Conseil #Twitter : Intégrer une image à son tweet augmente significativement son impact !

5 choses indispensables pour faire exister sa compagnie sur le web

Formats publicitaires vidéo : Lequel choisir ?

SEO et web sémantique : prêts pour la revanche de l'éditorial ?

Créer le buzz avec une infographie virale inégalée

LE DIGITAL AU SERVICE DES MÉTIERS

Analyser la performance d'une stratégie social media marketing

*DigitalBusinessWorld's look and feel borrows heavily from Pinterest. "We aim at becoming a kind of Pinterest for digital business content," says* ***Jean Royné***

Royné said they studied Flipboard and a platform for women's blogs focused on arts and crafts. "But the real inspiration was Pinterest. We aim at becoming a kind of Pinterest for digital business content," he said.

*The DigitalWorldBusiness team (l-r):* ***Romain Soulier****, DWB project manager;* ***Clément Mulot****, Internet development and technology manager of IT News Info;* ***Adrien Morisse****, Web designer;* ***Francis Raison****, developer; and* ***Kevin Thono****, Web graphics.*

Currently Soulier is the sole in-house DWB editor, responsible for the selection and publication of content on DWB. Additionally, he manages the relationships with DWB's selected bloggers and DWB's social network presence.

"Content can be in the form of blog posts, videos, tweets or articles submitted by contributors," Soulier said. "It always goes through a verification process, and we always add a short comment. We also occasionally highlight articles from sister publications Le Monde Informatique and CIO."

Digital Business World is still in the process of building its audience and has set a goal of 100 new Twitter followers per month through the end of December. "We are also working on strengthening our relationships with the 120 bloggers we have partnered with so far," Royné said.

Once an audience is established, Royné said, the sales team will begin to sell advertising — with a focus on native advertising and video.

For more information, contact Jean Royné. ■

*Partner profile*

# Portuguese licensee focuses on B2B, CIOs

**Company name**: Crocodilo Media

**Location**: Lisbon, Portugal

**Brands published under license to IDG**: Computerworld; CIO in the near future. Both are online-only.

**Number of employees**: Four, plus contractors and freelancers.

**Primary IDG contact**: Managing Director Paulo Fernandes

**Year license signed with IDG**: 2011. IDG has had a licensing partner in Portugal for more than 20 years, according to Fernandes. In 2003, the former licensee sold the operation to employees through a managed buyout, and at that time Fernandes, who was sales director, became part of the management team. In 2008, Workmedia, one of the major B2B publishers in Portugal, acquired the company, but economic instability led to the operation's closure in 2011. "With the print edition of Computerworld being terminated, we decided to continue the operation, starting the transition to a digital-only business," Fernandes said.

Crocodilo team members have a long history in IT and financial media, which gives them "a clear view of the importance of technology to business," Fernandes said. "That is why we have always been focused on B2B, on our key readers — CIOs, IT directors and all other IT professionals — and their information needs, focusing on quality instead of quantity."

**Competitive landscape**: Fernandes said there are three B2B publications in Portugal, and "we are leading in terms of market share. We have twice that of our main competitor, *Semana Informática*, which is part of a large media group. It is focused on protecting its print edition and only exists because it operates as a supplement to a leading financial newspaper, *Jornal de Negócios*. But its relationship with a financial newspaper does make it a tough competitor."

**Biggest competitive challenges**: Fernandes said Crocodilo wants to improve its position as a critical partner in the local IT market's value chain. "For this, we need to deliver better information on how IT can better connect buyers and IT vendors," he said. There are some structural and cultural challenges, he admitted. "Portuguese executives have one of the lowest rates of reading publications in Europe," Fernandes said. "But the greatest challenges are Portugal's weak economic growth in comparison with other Eurozone countries and the size of our market. For example, only 700 companies here have more than 250 employees." He added that the marketing departments of major IT vendors operating in Portugal are based abroad and look at Iberia as a single market. "This is an opportunity for IDG brands. We have been cooperating with IDG Spain's Computerworld Spain when a vendor wants to advertise in both markets," Fernandes said, "and we hope to develop this opportunity more consistently and with more relevant results."

**Events**: Crocodilo's events business is undergoing a transformation, Fernandes said. "In the past, we held six to 10 Computerworld conferences a year," he said. "However, our traditional conference model is a bit outdated, given the small size of our market and sponsors' investment retraction caused by the economic crisis." Crocodilo is launching smaller events, such as webinars, round tables and executive breakfasts. "These allow sponsors to do business in the short and medium term, achieving a more effective engagement with the audience we are able to attract," Fernandes said.

*(L-R):* ***Paulo Fernandes****, Crocodilo Media managing director;* ***João Nóbrega****, Computerworld editor;* ***Idalécio Lourenço****, CIO strategy and content director.*

**Benefits of partnering with IDG**: "The exchange of ideas, information and best practices from our colleagues and business units in other countries is a big advantange," Fernandes said. "IDG Central and the Global Product Line Meetings give us a way to anticipate trends and borrow strategies."

**On the transition to digital**: Fernandes pegged growing revenues to Crocodilo offering Portuguese IT companies "integrated solutions that differentiate us from our competition and allow us to get more revenue in addition to traditional display advertising. We are offering digital business services such as lead gen and video and have created solution centers for Hewlett-Packard, Intel and Oracle." Crocodilo is also publishing PDF e-books on security, big data and analytics, outsourcing, cloud and mobility. "Some of these ebooks are distributed through a partnership with a business and economic publication, which brings us new advertising revenues and awareness for the IDG and Computerworld brands," Fernandes said. "They give us greater visibility within our audience of CIO and C-suite decision makers and help our overall business." ■

*continued from page 3*

# One on One

reader services (custom content, social, mobile, video, demand generation, CIO Executive Council, paid content, etc).

In meeting with readers, it is clear that they still value our brands and the quality content that we are delivering on a daily basis. They very much rely on our content to make informed purchase decisions both from a personal and professional technology perspective. It is imperative that our brands continue to exist for they are the foundation on which we can build out our media, data and services strategy.

**Q What does it mean to be a modern media company?**

A LOL! That is the billion-dollar question that every media company is trying to figure out right now. My opinion is that it is "premium at scale." It is the ability to leverage the art and science of media to deliver premium audiences at global scale. This is easy to say but hard to do, and this is what every media company in the world, be it Google, LinkedIn, Twitter, Facebook, Forbes, Bloomberg, Conde Nast, Hearst, The New York Times, Dow Jones, Vox or IDG, is trying to figure out. It is why you are seeing large investments made in technology and talent so this value proposition can become a reality.

> "It is imperative that our brands continue to exist for they are the foundation on which we can build out our media, data, services strategy."

**Q One of IDG's historic claims to fame has been its well-known decentralized approach to its business. Now there is talk — and movement — toward centralizing a number of functions on a global basis. Can you explain what we are centralizing and why?**

A Yes, this has probably been the biggest change that IDG Communications has made over the past 60 days, and I understand that it is knocking on the door of 50 years of tradition. However, in a digital world where there are no borders, the need for speed, scale and consistent capabilities are essential qualities for a modern media company. Based on this, we have centralized international demand generation within IDG Connect, created a global Strategic Marketing Services (SMS) organization and are building a global digital ad stack. All of these decisions are necessary and vital to the future growth of IDG Communications as they will allow us to accelerate our digital, data, demand generation and custom revenue streams.

**Q You talk about the need to grow (especially internationally) IDG's "below the line" revenues. Can you explain what below the line revenues are and how we as a company are planning to do this?**

A Below the line revenues are revenue streams not necessarily attached to a brand. These are primarily IDG TechNetwork, IDG Connect and SMS. Above the line revenues are revenue streams directly attributed to the brands like digital display, events and print. Both are essential to the health and success of IDG and should be equally balanced. Currently in the U.S., the ratio is 54/46 (above/below) whereas internationally the ratio is 80/20 (above/below). One of the reasons for centralizing certain functions is to help accelerate international below the line revenue growth so we can have a more stable revenue base.

**Q You've talked about IDG becoming omnichannel as an aspirational goal. What does it mean to be omnichannel, and how soon do you see this happening?**

A Omnichannel media is the goal of providing personal and contextual-based experiences for our readers and advertisers. This philosophy is quickly becoming a reality in the retail and marketing sectors and will soon be pervasive across most industries. The ability to proactively serve your customer (either reader or advertiser) on an individual basis based on their unique interests will be paramount to building trust, deepening engagement and growing revenue. This is a trend that is gaining steam fast, and I want us to be ahead of it. I encourage all parts of the business to be considering how this relates to them and to put plans into place on how to create ominchannel experiences.

**Q At the GPLM you said the need for IDG to remain relevant to its readers and customers is the thing that keeps you up at night. What, in your opinion, are the keys to relevancy?**

A Becoming the best tech media, data and services company in the world. If we do everything that is mentioned above, our readers and advertisers will continue to turn to IDG Communications to help them in their respective professional needs. Delivering on the value proposition of premium at scale, becoming a modern media company, creating/aggregating/curating quality content, launching new brands and solutions, building out our data-driven strategy, listening to our customers, continuously learning and striving for excellence will make this happen.

If we innovate constantly, execute flawlessly and deliver consistent results, IDG Communications will be incredibly relevant for years to come.

**Q How are things going overall as we approach the halfway point of our first fiscal quarter of 2015?**

A Overall, very well. October looks to be on plan as does Q1 from a U.S. and international perspective. While the financials are nice to see, I am more excited about our overall progress in our ability to quickly move on becoming a media, data, services company while simultaneously delighting our customers. Exciting projects like Apollo, Orion and Sonar are all moving ahead nicely, which will only deepen reader engagement and drive revenue growth. Our overall editorial strategy of creating high-quality content is resonating for comScore reported IDG as the largest worldwide media publishing property within the tech category with over 107 million uniques. The centralization efforts specific to U.S. Media, IDG Connect, IDG Strategic Marketing Services and our digital ad platform are progressing nicely and already resonating with customers. We are off to a great start in FY15! ■

# noteworthypeople

## Promotions

JOE MOLA

*Brunaccini*

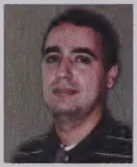
The **CIO Executive Council**'s **Monica Brunaccini** has been promoted from chief learning officer and VP of product development/operations to CLO and VP of client delivery. "Monica will now be responsible for customer care from product to operations to retention," said CIO Executive Council President **Pam Stenson**. "Her ability to build strong relationships, embrace client feedback and take action in an extremely organized fashion has earned her this new role." mbrunaccini@cio.com

*Sullaway*

**Kathleen Sullaway** has been promoted from **CIO Executive Council** VP of strategic enterprise services to VP of global sales. "Kathy has an outstanding track record of driving sales and creatively generating new revenue streams directly focused on fueling the CEC's overall growth strategy," Stenson said. ksullaway@cio.com

*Yanuskiewicz*

**IDG Corporate Human Resources** Senior Training and Development Co-ordinator **Carolyn Yanuskiewicz** has been promoted to training and HR project specialist. "Carolyn has been with IDG for almost three years and continues to excel at her job every single day," said VP, Global Training and Development **Laurie Butson**. "She's always eager to take on more, and when she takes on more, she proves that she is very capable of doing anything we can give her. In her new role, Carolyn will still be responsible for our Training Calendar. She'll add oversight of project management of all our Corporate Programs, including speaker and participant communications, as well as continuing to oversee all logistics. She'll also take on ownership of IDG Compass, helping to continue to advance this program. In addition, she'll assume leadership of running the Employee Survey." carolyn_yanuskiewicz@idg.com


*Perez*

**IDG News Service** Senior Editor **Juan Carlos Perez** moves on to the News Service's editorial management team as news editor. "Juan Carlos has been contributing as an editor on our news desk and on weekends for many years, in addition to working a competitive beat covering Microsoft and Google, among others," said **Elizabeth Heichler**, IDGNS VP and editorial director. "In the editing role he's shown excellent news judgment and a keen understanding of how the tone of News Service coverage needs to move toward expressing a stronger point of view and give readers not just news but analysis. As a tremendously resourceful reporter with many tricks up his sleeve, I expect he'll also be a great aid to others in our virtual newsroom, helping them find sources and unearth news." juan_perez@idg.com

## New employees

*Mukherjee*

**Vladyslav Mukherjee** joins **IDC Canada** as a tablet and mobility analyst. Previously a client services manager with a major Eastern European offshoring company where he managed client satisfaction on project-based engagements and developed technology whitepapers and marketing collateral, he holds an MBA from Ryerson University in Toronto, Ontario. In his free time he enjoys gadgets and technology and electronic music. vmukherjee@idc.com

*Arora*

Also new at **IDC Canada** is **Utsav Arora**, a senior analyst with the Enterprise Applications team covering big data, analytics and business intelligence. He comes from L&T Infotech where he worked as a product analyst and then a business development manager. He holds a B.A. in applied economics from Queen's University in Kingston, Ontario, and enjoys travel, fitness, world affairs and movies. uarora@idc.com

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**23**
***Megan Santosus*** *IDC*
***Johan Egging*** *IDG Netherlands*

**22**
***Grazyna Skibniewska*** *IDG Poland*

**21**
***Marc Ferranti*** *IDG News Service*

**20**
***Eric Sheppard*** *IDC*

**17**
***Cindy Reed*** *IDG Corporate Services Group*

**16**
***Amy Kelley*** *IDC*

**14**
***Lucas Mearian*** *IDG Enterprise*
***Shane Hannam*** *IDG Global Solutions*
***Mats Brandon*** *IDG Sweden*

**12**
***Donald Botts*** *IDG International Publishing Services*
***Moira Keating*** *IDC*
***Vera Vorobjova*** *IDC Russia*

**11**
***Teresina Cardamone*** *IDG Global Solutions*
***Zoya Zvagin*** *IDC*
***Matt Egan*** *IDG U.K.*
***Jose Pauty*** *IDG Netherlands*

**10**
***Kenichi Kusano*** *IDC Japan*

**9**
***Jim Malone*** *IDG Strategic Marketing Services*
***Joseph Pucciarelli*** *IDC*
***Judith Hanover*** *IDC*

**8**
***Bryan Rusciano*** *IDG World Expo*
***Daniel Zegarra*** *IDC Peru*
***David Ayvar*** *IDC Peru*
***Anna Müller*** *IDG Sweden*
***Ingemar Jansson*** *IDG Sweden*
***Paul Crew*** *IDC U.K.*

**6**
***Tim Brunt*** *IDC Canada*
***Carla Schäfer*** *IDG Germany*
***Angelika Keßler*** *IDG Germany*

**5**
***Kristian van Tuil*** *IDG Netherlands*
***Ali Shareef*** *IDG Connect*

**4**
***Nicole Raymond*** *CIO Executive Council*
***Robert Grant*** *IDG U.K.*
***Anna Nilsson*** *IDG Sweden*

**3**
***Iris Whalen*** *IDG Technical Services Group*
***Tracy Mayor*** *IDG Enterprise*
***Ash Patel*** *IDG U.K.*
***Robert Bradley*** *IDG U.K.*
***Cintia Gomez*** *IDC Mexico*
***Andries Lombaard*** *IDC South Africa*
***Peter Stelzel-Morawietz*** *IDG Germany*

**2**
***Paul Edwards*** *IDC Canada*
***Florent Brindavoine*** *IDC France*
***Sorina Campeanu*** *IDC Romania*
***Andreas Olah*** *IDC Germany*
***Ionut Posastiuc*** *IDC Romania*

**1**
***Josh Breuner*** *IDG Strategic Marketing Services*
***Eric Burgener*** *IDC*
***Alberto Belle*** *IDC Spain*
***Marjan Zorko*** *IDC Serbia*
***Anna Wolska-Rzewuska*** *IDG Poland*

### Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

# IDCers get bird's eye view of Toronto at Microsoft event

**Jonathan Larrad**, senior account executive; **Utsav Arora**, senior analyst for the Canadian enterprise applications and cloud; and **Tim Brunt** hang out 1,168 feet above Toronto.

Three IDC Canada colleagues took their relationship with client Microsoft to new heights last month when they attended the vendor's "A View from the Cloud" event at which it unveiled results from its survey of 500 business leaders from across Canada on the topic of cloud computing. Some 300 people, including members of the media, customers and channel partners, attended the day-long event, which featured an opportunity to experience Toronto's tallest attraction — EdgeWalk. Suited up in a special walk suit and harnessed to the building, walkers take a 150-meter walk around the circumference of CNTower's roof — 1,168 feet above the ground.

> "We were all a little nervous, especially during the first move called 'toes over Toronto.'"
>
> Tim Brunt

"We were all a little nervous," noted **Tim Brunt**, IDC program manager, personal computing and technology, "especially during the first move called 'toes over Toronto,' in which you walk right out to the edge and hang your toes over. The safety lines aren't tight so you really have the adrenaline pumping for that one. Especially when you first look down."

The other "really cool view" Brunt said, "was looking out over the airport and watching the planes take off and still having them several hundred feet below you."

Contact Tim Brunt. ■

# IDCers in Malaysia run for a reason

Front row: **Mandy Choong**, IDC Malaysia marketing and events executive; Middle row: **Alfie Amir**, research manager; **Seng Joe**, associate market analyst; **Vijay Sundararaman**, country manager, Malaysia, and race cheerleader; **Suraya Sahar**, program coordinator; Back row: **Jim Sailor**, managing director ASEAN and race cheerleader; **Brian Joseph**, IS administrator; **Yih Khai**, market analyst; and **Jaime Teh**, human resources manager, ASEAN.

With the support of their office mates, a group of runners from IDC Malaysia successfully completed the Standard Chartered 10km race in Kuala Lumpur, Malaysia, last month, raising 5,000 RM (US$1,520) for charity.

"Out of 58 sponsoring corporations, IDC had the ninth-best overall time result," said **Jim Sailor**, managing director, ASEAN, IDC Asia/Pacific. "It was inspiring to see our group of runners joining hands for a good cause.

The team raised funds for The National Autism Society of Malaysia, The Standard Chartered Foundation, Malaysian Nature Society and Hospis Malaysia. ■

*continued from page 2*

# Technuggets

lio is easy to understand and sets surrounding conditions such as how native content is labeled for users."

Technuggets' social reach can also be redirected to IDG Germany's other brands, Triebel noted. "PC Welt has 150,000 Facebook fans and Macwelt has 21,000. Our goal is to exchange postings between PC Welt, Macwelt and Technuggets, with each recommending content from the others. The collective number of fans will drive reach and attention to all three sites."

After the early days of the Web when users just searched and browsed for content, today's social Web is more of a "shareconomy in terms of content that is shared with or from one's social network," Triebel said. "This Web 3.0 often takes place without the big media companies and is dominated by startups. Technuggets is our answer to this. We understand that there is growing value in curating existing content, and we are moving in that direction as fast as we can.""

For more information contact Jonas Triebel. ■

# celebrating10

## Lynn Holmlund

*Senior Marketing and PR Manager*

*IDG Enterprise*

**Home**
Holliston, Mass.

**Joined IDG**
May 2004, Marketing Communications Coordinator

**Current title**
Senior Marketing and PR Manager.

**Best part of your job**
I get to work with almost every department throughout the organization, from editorial to promote their award programs, to SMS to help nominate a successful client program for an award to events on the launch of a new conference.

**Job perk**
We have a great team that makes me laugh, brings in lots of great treats (we have some amazing bakers and cooks) and challenges me to look at projects differently.

**Latest accomplishment**
One of my favorite projects is running the IDG Enterprise Annual Sales Meeting. This includes venue searches/selection, budget management, activity planning and helping to build the agenda.

**Memorable work moment?**
I would say beating **Michael Friedenberg** in bowling for the second time at this year's Global Product Line Meeting, but I am no longer supposed to talk about it!

**What's kept you at IDG for 10 years?**
The media industry continues to evolve, providing continuous challenges and opportunities for personal and professional growth. In some respects it is like having a new job because of the new projects but maintaining the culture I really enjoy. Also, I work with amazing professionals who celebrate success, challenge the status quo and nurture each other.

**Best compliment you've received on your work?**
Whenever I am invited to work on a new project, especially a cross departmental project, it is a great compliment because it shows that the project leader believes I can bring value to the project.

**Most rewarding thing you've ever done?**
In 2007 I co-chaired the first gala event for Adoption & Foster Care Mentoring. This fashion show was a labor of love for a cause I care deeply about.

JOE MOLA

*Senior Marketing and PR Manager* ***Lynn Holmlund*** *recently celebrated a decade of service to IDG.*

**Of what achievement at work are you most proud?**
I am currently building a group of co-workers to form a Community Action Board for employees at 492 Old Connecticut P.ath. This group will provide opportunities for employees to give back to the local community.

**Dream destination**
Just give me a beach — the sun, sand, wave combination cannot be beat.

**Manager's profile**
"Lynn was hired as a marketing communications coordinator with CXO Media in May 2004 and while she has had numerous promotions throughout the years, they don't even begin to tell the story of the new skills and responsibilities she has taken on during her tenure and the value she brings to the organization on a daily basis. She is an amazing professional who takes on every new challenge and opportunity with great enthusiasm and energy. She is a constant source of new ideas for marketing and IDG Enterprise as a whole and is definitely a go-to-person for many across the entire organization."

— *Sue Yanovitch, VP, marketing, IDG Enterprise*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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**Jean Royné** *IT News Info*
**Jonas Triebel** *IDG Germany*
**Sue Yanovich** *IDG Enterprise*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

3 NOVEMBER 2014 | VOLUME 44, NUMBER 42 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

## PC Welt uses souped-up system to increase its social media status

*The annual raffle of a super-PC valued at more than US$30,000 and a growing fan base have made a significant impact on the company's social media channels.*

**SEE MORE ON PAGE 2**

## Also inside

One on one: IDG Research Services SVP/GM Janet King on "The Voice of the Customer"

Top IDC clients share feedback, gain insights at Global Research Advisory Council meetings

In memoriam: Computerworld's Mike Bucken

*Partner profile: IDG's publishing partner in Belgium produces an online edition of CIO.*

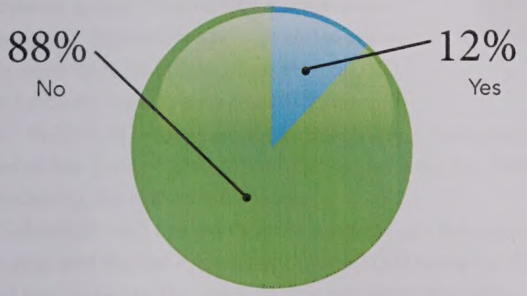
**SEE MORE ON PAGE 6**

*Unsung Hero: Laurie Butson, VP, Global Training & Development at IDG Communications*

**SEE MORE ON PAGE 8**

## Question of the week results

Would you be willing to have an NFC chip implanted in your body?

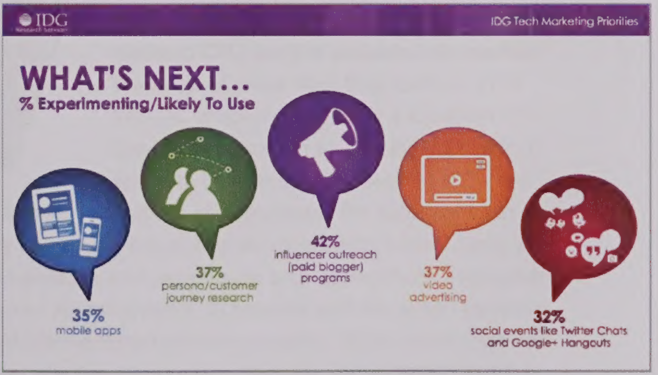


**Log on to www.idgcentral.com to vote on this week's question:**

Any plans to participate in Facebook CEO Mark Zuckerberg's Community Q&A on Thursday?

CLICK HERE

## The Voice of the Customer



IDG Research Services' recent worldwide survey of 203 tech marketing leaders yielded many insights into their priorities, including a growing interest in social and video, along with plans to invest in mobile and research-related areas. Three-quarters of tech marketers note that their "company has adequate knowledge of and accurately leverages social media as a component of a larger integrated marketing strategy." But providing measurement and insight into the ROI from those social media marketing investments is key.

**SEE MORE ON PAGE 3**

# PC Welt uses souped-up system to increase its social-media standing

PC Welt's Höllenmaschine, or PC from Hell, not only extends the limits of what a PC can do, it's raising PC Welt's social media standing. PC Welt designs and builds just one PC from Hell a year with the best possible hardware components, which manufacturers provide free of charge. This year's system is valued at more than US$30,000 and will be raffled off at the end of the year through social media channels.

Barring a two-year gap in 2009 through 2011, PC Welt has been offering a Höllenmaschine annually since 2006, according to **Michael Schmelzle**, PC Welt hardware editor. "In the beginning we wanted to rejuvenate our brand and collect addresses for future subscribers to our magazine, newsletters and branding campaigns," he said. In its first year, 20,000 people entered to win the computer. "By 2010 more than 50,000 people entered, and the Höllenmaschine was a well-known brand with a younger, high-end, tech-focused audience," Schmelzle said. The PC was promoted in PC Welt in print and online, and the creative team behind it gave demonstrations of the system at CeBIT, then Germany's biggest, most important trade show.

With the rise of Google, Facebook and social media, the IT market had largely changed by the machine's reboot in 2012. "We had no idea if the Höllenmaschine brand was still strong enough to help PC Welt in its transition to 'print for profit and online for growth,'' Schmelzle said.

In order to take part in the raffle for the 2012 system, entrants had to 'Like' PC Welt's Facebook page. "The numbers were overwhelming," Schmelzle said. "In six weeks our fans went from 16,000 to more than 60,000. The following year's raffle doubled that number." In 2013 PC Welt gave Höllenmaschine 5 demonstrations at the Samsung booths at Gamescom and IFA, further broadening the system's fan base.

*The members of "Team Hell" are (l-r) freelance video producer Christian Seliger, PC Welt Devices and Testing Editor **Friedrich Stiemer** and Hardware Editor **Michael Schmelzle**, shown here in front of the hardware for the Höllenmaschine 6.*

Schmelzle said this year's raffle is open until the end of the year and that he expects another 60,000 entrants. PC Welt has added to the ways people can enter the raffle. They can 'Like' the PC Welt Facebook page, subscribe to the PC Welt YouTube channel or buy something from PC Welt's online store. "If someone fulfills one of the three terms they can register with their name, address, age, gender and e-mail address," Schmelzle said. PC Welt will use the collected information for database and keyword marketing, lead generation, branding campaigns and mailings.

Schmelzle is the Höllenmaschine's project manager and designer and works with Editor **Friedrich Stiemer** and freelance video producer Christian Seliger in selecting the machine's hardware and software and working with the components' manufacturers, which donate the technology in exchange for being part of the Höllenmaschine and the media coverage it gets.

The current machine is dual-system, uniting two PC in one case, which was custom designed and built by Taiwan manufacturer Lian Li. The first system, called the 'Hell System,' is built to handle heavy workloads like gaming and is powered by Intel's first 8-core desktop CPU, a triple scalable-link interface made up of three Asus Strix Geforce GTX 980 OC graphics cards and a superfast PCI Express workstation solid-state drive with 1 terabyte of memory. The second PC is the 'Eco System' and offers enough power for daily tasks but at a very low power input. The designers also added many software packages and peripherals such as monitors, keyboards, mice and sound systems. Schmelzle said the actual construction of the machine took only a week. "Much more time-consuming was the component planning and ordering and the extensive promotional-content production," he said.

To promote the system, Team Höllenmaschine posted more than 30 articles and slideshows PCWelt.de and more than 30 videos, collecting more than one million page views and 500,000-plus video views, respectively.

For more information contact Michael Schmelzle. ■

# OneonOne

## Janet King

*IDG Research Services*

***The SVP/General Manager of IDG Research Services is this week's columnist. Reach her at janet_king@idgresearch.com.***

> "Four areas IDG can focus on improving include: competitive pricing/ROI, lead gen, innovation, and access to display viewability data. These are themes that came up multiple times in the research and areas in which IDG, with its rich history and market leadership, can surely shine."

**To view Janet King's presentation at the GPLM, click here. To see her slide deck, click here.**

**Q. At this year's Global Product Line Meeting, you presented the results of IDG Research Services' most recent global survey. Can you tell us more about how this survey was conducted?**

A Each year the office of the CEO for IDG Communications sponsors a piece of research to coincide with the annual Global Product Line Meeting. The research is designed and managed by the team at IDG Research Services. The intent of the research is to provide IDG business units with new insights about our business to help inform strategic planning decisions as we kick off a new fiscal year. This year we turned the lens on the tech advertisers and agencies we serve to better understand how we can adapt and innovate to serve their key marketing priorities for 2015 and beyond.

To help achieve that goal, we conducted an online survey among senior tech marketing leaders in August of this year. Individuals from tech vendors and agencies serving tech vendors were recruited to participate in the research from a number of sources. With help from IDG's media brands in the U.S. and IDG Global Solutions outside the U.S. we invited marketing decision makers from a variety of IDG accounts to participate in the research. We also partnered with B2B magazine to serve the research to their LinkedIn community of senior marketing leaders to provide a perspective beyond our own active customer base. In total, 203 tech marketing leaders worldwide responded to the survey.

**Q What did the research reveal about marketing spending patterns and drivers?**

A The research shows that for the majority of tech marketers, marketing spending is on the rise, a trend confirmed by a recently released survey from IDC's CMO Advisory Service. In fact, among the tech marketers we surveyed about two-thirds expect budgets to increase next year by an average of 22%. These increases are more widespread among marketers with less than $100 million in annual revenue, but even at the largest companies more than 50% expect marketing budgets to increase next year.

Drilling into how that marketing budget is allocated we see that digital marketing accounts for one-third of all marketing expenditures on average — a number that is also consistent with IDC's recent findings — and the research suggests that a data-driven focus drives more digital spending. In fact, while 35% of total marketing expenses are allocated to digital marketing on average, digital allocations grow to 40% on average among those with a data-driven strategy vs. 29% for those without such a strategy. Looking at marketing investments across paid, owned and earned media reveals that owned media accounts for the largest share of the media mix (46%), followed by paid at 33% and earned at 21%.

**Q What trends did the research uncover when it comes to programmatic ad purchases?**

A When it comes to methods for purchasing paid media, two-thirds of the purchases, on average, are still being made as up-front guaranteed buys to branded content sites and ad networks, while one-quarter of paid digital media is being purchased programmatically. And that number is growing. In fact, 7 out of 10 tech marketers surveyed expect to buy ads programmatically over the next 12 months with 3 out of 10 noting the level of programmatic spend is expected to increase (by an average of 27% year over year).

**Q How is the role of tech marketers evolving?**

A This question has generated some discussion in today's data-driven environment. At the center of the debate is whether today's marketers need to be storytellers or scientists. And the answer is both. Marketers recognize the need to be part storyteller (57% of role) and part data scientist (43% of role) to be successful. This is a challenge IDG can assist with through the design of custom marketing programs to fuel the storytelling and by designing and managing data-driven marketing strategies to address the science side of the equation.

**Q What did the research reveal about data-driven marketing?**

A A number of things. Among them, 51% of tech marketers feel their organizations have an effective and sustainable data-driven marketing strategy. Yet many organizations are struggling in three areas that are central to a data-driven strategy: collecting and connecting data; rapidly analyzing data; and bringing data-driven insights to market. In fact, fewer than 50% of tech marketers with a data-driven strategy note they are highly effective in each of these areas leaving plenty of room for improvement. As we as a company look to develop solutions and strategies to address our customers' data-driven marketing needs, it is helpful to understand what is getting in their way. The most common challenges: budget constraints, lack of process to bring insights into decision making, limited team skills or talent and lack of control over the data used for marketing initiatives (i.e., reliance on third-party data).

*continued on page 7*

# Top IDC clients share feedback, gain insights at Global Research Advisory Council events

IDC completed its annual Global Research Advisory Council (GRAC) meetings on Oct.14-15 at the Four Seasons Boston and Oct. 22 -23 at the Ritz-Carlton in Half Moon Bay, Calif.

The meetings provide an opportunity for IDC's senior managers to reconnect with their most important and influential customers. For 23 years GRAC has served as a launching point for the new fiscal year, gathering the critical input and advice necessary to shape and deliver the most valuable customer experience, according to IDC Director of Marketing Programs **Patrick Gorman**.

The exclusive, invitation-only event drew more than 120 clients from top companies such as IBM, HP, Apple, Microsoft, EMC, Oracle, Google and Facebook. This year's meetings continued to emphasize the importance of collaboration and interaction, providing attendees with the opportunity to request specific one-on-one meetings with the IDC analysts/executives of their choice. Attendees could request up to three private meetings over the course of the event.

"The face-to-face interaction and peer networking are some of the most beneficial aspects of GRAC," said **Kirk Campbell**, IDC president and CEO. "The one-on-ones allow attendees to dive deeper into the topics that are most important to them."

> "The face-to-face interaction and peer networking are some of the most beneficial aspects of GRAC."
> *Kirk Campbell*

In addition to all of the personal interactions, GRAC is also renowned for providing ample data, insight and analysis. The morning began with Campbell's welcome and "What's New" at IDC, followed by a comprehensive IT market update through 2020 presented by EVP/Worldwide Research Products & Chief Research Officer **Crawford Del Prete**. Highlights included IT spending forecasts by region and technology, as well as an examination of how business is increasingly driving technology initiatives in the 3rd platform.

*(L-R): My-Hanh Eastep of Intel catches up with IDC Sales Director* ***Dan Boehmke****; VP/Research* ***Shane Rau****; and Managing Director /IDC China* ***Kitty Fok*** *at the California meeting.*

*IDC SVP* ***Vernon Turner*** *meets with a client at GRAC West.*

Additional presentations included a client panel discussion on how to navigate the shift to the 3rd platform, an IDC analyst panel discussion on transforming the customer experience and an introduction to IDC's DecisionScape portfolio, which helps CIOs, IT and LOB executives make informed technology decisions.

A new "fireside chat"-style panel, moderated by IDC analysts, looked at the vast Internet of Things and the opportunities it represents. On the East Coast, representatives from Boston New Urban Mechanics talked about more connected cities and innovations such as smart trash cans and benches. In California, the guests were from Thinfilm, a company that creates electronics through a printing process rather than semiconductor fabrication.

GRAC attendees were very pleased with the event and IDC's commitment to understanding and addressing their evolving needs. Evaluation scores were very strong with most attendees rating the event as excellent.

Write to Patrick Gorman. ■

*Partner profile*

# Years of online, print knowledge give Belgian licensee unique advantage in market

**Company name**
Minoc Media Services, located in Turnhout, Belgium

**Brands published under license to IDG**
CIO Belgium online

*CIO Belgium's staff of four works out of this house in Turnhout, Belgium.*

**Number of employees**
Four dedicated to CIO Belgium; 16 in total.

**Primary IDG contact**
Marketing Officer
**Leander Vogels**

**Year license signed with IDG**
2014. "We contacted IDG and IDG International Publishing Services President **Jim Sullivan** to see if there were licensing opportunities within Belgium and the Netherlands," Vogels said. "Coincidentally, IDG had a great opportunity for us — CIO Belgium — so one plus one equaled two."

*Minoc Media Services B2B Editor-in-chief **William Visterin***

Vogels said Minoc Media Services is the leading IT online publisher in Belgium. "With many different brands — four magazines and seven websites — we offer a broad range of products and information to our customers. Still, we are doing the best we can to maintain and expand our position."

Minoc has licenses to publish Ziff-Davis's PC Magazine and ZDNet.be, but Vogels said he did not see this as a conflict of interest. "I think the fact that we offer this broad range of brands actually helps us in our quest to provide quality information," he said. "With our experience of more than 14 years in ICT publishing we offer something others can't possibly offer: years of online and print knowledge. That is what makes us unique."

Most of Minoc's publications and sites — which are published in Dutch with some English and French — are IT-oriented, but it also offers Shoot, a photography magazine, and Smart Business Strategies.

**Biggest competitive challenges**
"The biggest challenge we face today is the shift from print to online," Vogels said. "We've been in online publishing since 2000. However, some of our brands are — still or again — in transition. We are trying to adjust them in such a way that both we and our readers benefit."

Vogels said that some of Minoc's readers prefer to get their information digitally instead of in print. "Because of that we now offer our magazines in both formats. We are constantly thinking about how to meet our users' needs in such a way that is beneficial for both them and us."

All of Minoc's sites are device-responsive, and all of its magazines are also available in PDF and via mobile apps. "Each year, we offer more white papers as a lead-generation device — between 20 and 30 this year — and ebooks," Vogels said.

**Benefit of IDG partnership**
"IDG enables us to offer quality content, both CIO editorial and that of the IDG News Service," Vogels said.

**Non-IDG-licensed products**
Print: Clickx, Smart Business Strategies, Shoot and PC Magazine. Online: ZDNet.be, Clickx.be, Clickx.nl, Smartbiz.be, BusinessMeetsIT.be and nl.pcmag.com.

Write to Leander Vogels. ■

# noteworthypeople

## Promotions

*Dros*

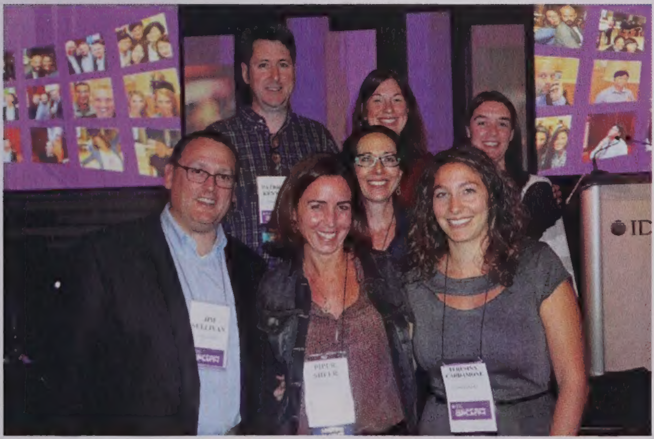
**IDG Human Resources** Professional and Management Trainer **Alana Dros** is now VP, Corporate Human Resources for IDG Communications. "Many of you know Alana from her roles in both HR and training over the past 15 years where she has gained great knowledge of IDG's people and businesses," said IDG Communications CEO **Michael Friedenberg**. "Alana will partner with me on strategic people and business initiatives across the organization including compensation, executive recruitment, the employee survey and a broad range of human resources projects." alana_dros@idg.com

*Butson*

**IDG Human Resources** Senior Director, Learning and Development **Laurie Butson** has been promoted to VP, Global Training and Development. "Laurie brings 15 years of IDG experience to her role heading up all of our strategic training and professional development initiatives across IDG, IDC and IDG Communications, including corporate programs," Friedenberg said. "In addition, she will be working with me to bring to life to the strategic initiative of applied learning." laurie_butson@idg.com

Previously **IDG Human Resources** Director, **Sara Scogland** is now VP, Human Resources Services Division (HRSD). "Sara will continue the excellent work she's doing leading the HRSD team, providing strategic HR support for a wide range of operating units across IDG and IDG Communications both in the U.S. and overseas," Friedenberg said. "Those of you on the international side of the business will continue to see Sara working on programs like EMMI and IDG Compass." sara_scogland@idg.com

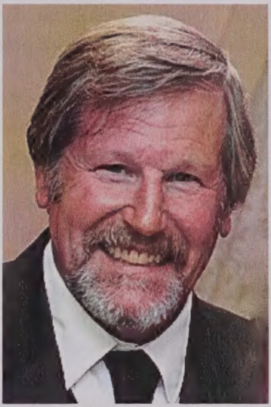
## Can you spot the differences?



***The 2014 IDG Global Product Line Meeting organizers.***

Visit IDG Central (or check out last week's PDF version of IDG World Update) and see if you can find the 10 changes made to this photo. Send your answers to world_update@idg.com no later than Nov. 11 for a chance to be entered into a random drawing for an insulated IDG lunch bag filled with IDG swag.

## In memoriam Mike Bucken



***Mike Bucken***

Computerworld Senior News Editor Mike Bucken passed away Oct. 25 after a months-long battle against cancer. Bucken, who joined Computerworld in 2004, had, until very recently, been working from home, and his death caught family, friends and colleagues off guard, said Computerworld Managing Editor/News **Ken Mingis**.

"As an editor, Mike wore many hats," Mingis said. "He edited and posted online news stories, updated our home page, was in charge of several newsletters and crafted news analysis stories for print and, more recently, the Computerworld digital monthly edition."

Bucken and his wife, Cindi, made their home in Milford, Mass., where they raised their daughter and son. Born in Weymouth, Mass., Bucken graduated from Thayer Academy in Braintree and Northeastern University in Boston with a degree in journalism. Prior to joining Computerworld, he was an editor at Software Magazine and Application Development Trends Magazine. He began his journalism career at the Patriot Ledger while still in college.

"Mike was the kind of guy you wanted on your team whenever anything needed to be done," Mingis said." He was always eager to jump on any new task, happy to take on new responsibilities, and loved working with reporters. He had an institutional knowledge of IT issues and was a master at getting the best stories out of our writers. In the office, he was quiet, with a ready smile and an ever-present twinkle in his eye. Even in the last few months, he was always upbeat and loved having CW staffers visit him and his wife at home. In a word, he was a treasure to both family and colleagues."

Memorial donations may be made to the Maureen E. Bucken Memorial Scholarship Fund at Thayer Academy, 745 Washington St., Braintree, MA 02184 or The Dana-Farber Cancer Institute, Milford Regional Med. Ctr., c/o Dev. Office, 14 Prospect St., Milford, MA 01757.

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**47**
**Ted Bloom** IDG

**27**
**Michelle Chase** IDG

**26**
**Jayne Enos** IDG

**23**
**Hugo Shong** IDG Asia

**22**
**Joachim Hackmann** IDG Germany

**20**
**Sabine Mayer** IDG Germany
**Kim Nash** IDG Enterprise

**19**
**Ricardo Sampaio** IDC Brazil

**18**
**Mario Morales** IDC
**Patrick Thibodeau** IDG Enterprise

**16**
**Christian Töpfer** IDG Germany

**15**
**Manfred Aumaier** IDG Germany
**Annelise Fortier** IDG

**14**
**Geoff O'Connor** IDG U.K.
**Mary Jane Donnelly** IDC
**Fabio Rizzotto** IDC Italy
**Hans Dirscherl** IDG Germany
**Alexander Beck** IDG Germany

**13**
**Thomas Jank** IDG Germany

**12**
**Patricia Henderson** IDC

**11**
**Laura Brisbee** IDC
**Tatiana Hinova** IDC CEMA
**Christian Löbering** IDG Germany
**Janet Ward** IDG
**Patrick Burke** IDG Enterprise

**10**
**Charles Harris** IDC
**Brad Dillon** IDC
**Eduardo Caceres** IDC
**Renata Bevilacqua** IDC Brazil

**9**
**Karin Lindström** IDG Sweden
**Ronita Bhattacharjee** IDC MEA
**Tomas Hoda** IDC CEMA
**Mirja Wagner** IDG Germany
**Chris Breen** IDG Consumer & SMB

**8**
**Werner Ortler** IDG Switzerland
**Anthony Bebee** IDC
**Trine Borve** IDC Nordic/Denmark
**Svetlana Lovric** IDC Germany
**Deb Begreen** IDG Enterprise
**Nan Funsch** IDG World Expo
**Mariella Ley** IDG World Expo
**Maureen McNeil** IDG World Expo
**Melissa Messier** IDG World Expo
**Linsy Miller** IDG World Expo
**Alida Roberts** IDG World Expo

**7**
**Lidice Fernandez** IDC
**Patrick Melgarejo** IDC Peru
**Nevin Cizmeciogullari** IDC Turkey
**Andrew Hicks** IDC CEMA
**Petr Zizka** IDC CEMA
**Stefan Huegel** IDG Germany
**Christoph Klapetek** IDG Germany

**6**
**Craig Wilga** IDC
**Kazuhiko Hayashi** IDC Japan
**Kitti Kovacs** IDC U.K.
**Benjamin Schischka** IDG Germany
**Armin Weiler** IDG Germany

**5**
**John Regan** IDC Canada
**Kahlon Chamanpreet** IDG Global Solutions
**Johnny Högdahl** IDG Sweden

**4**
**Takuya Uemura** IDC Japan
**Alexandrina Boariu** IDC U.K.
**Rania Mustafa Hanafi** IDC MEA
**Nissi Jang** IDG Korea
**Joseph Rodhouse** IDG Research Services
**Hans Lima** IDG
**Brian Keenan** IDG Enterprise

**3**
**Luca Bonacina** IDC Italy
**Marija Crnomut** IDC Adriatics/Serbia
**Peter Kasik** IDC CEMA
**Tomasz Bitner** IDG Poland
**Martin Le** IDG Germany
**Friedrich Stiemer** IDG Germany
**Regina Boeckle** IDG Germany

**2**
**Nolan Greene** IDC
**Erin Johnston** IDC
**Wesseline Hartzema** IDG Netherlands
**Marianne Kellner** IDG Netherlands
**Jim Caris** IDC CEMA
**Ales Kantor** IDC CEMA
**Gina Ju** IDG Korea

**1**
**Rajeev Agarwal** IDC
**Paul Maguranis** IDC
**Pamela Miller** IDC
**Shintaro Kusachi** IDC Japan
**Adam Ajzensztejn** IDC Israel
**Helena Chappell** IDC U.K.
**Mikhail Popov** IDC Russia
**Gita Spanarova** IDC U.K.
**Sabine Morgenstern** IDG Germany
**Nicole Turnblom** CIO Executive Council

*continued from page 3*

## One on One

**Q So what's on tech marketers' radar screens?**

A Video content and social advertising are already in use by two-thirds of tech marketers today. Looking out over the next 12 months we see continued and growing interest in social and video, along with plans to invest in mobile and research-related areas. In fact, tech marketers are most often experimenting with influencer outreach or paid blogger programs, video advertising, persona and customer journey research, mobile apps, and social events like Twitter chats and Google+ Hangouts. Native advertising is also a frequent part of the marketing strategy: four out of 10 tech marketers are already using native advertising, and 30% are experimenting with native advertising or planning to do so over the next 12 months, making this a significant area of opportunity.

**Q IDC predicts social will be one of the most groundbreaking technologies between now and 2020. What did we learn about social media marketing in this research?**

A Three-quarters of tech marketers note that their "company has adequate knowledge of and accurately leverages social media as a component of a larger integrated marketing strategy." But providing measurement and insight into the ROI from those social media marketing investments is key to capturing those opportunities. The upside? If we get it right the investment climate for social media marketing is strong, with the majority of tech marketers reporting they are increasing or sustaining their level of investment in social media marketing campaigns — particularly social presence management, blogging, threading and online community management.

**Q So what are the top challenges facing tech marketers today?**

A Measuring and proving ROI, generating/nurturing more quality leads, prioritizing spending/choosing marketing channels, attracting new customers and creating engaging content were the top concerns voiced by tech marketers surveyed.

**Q How can media companies better serve tech marketers' needs?**

A The attributes tech marketers value most in a media partner include: a partner who delivers on promises, has demonstrated reach into key targets, offers competitive pricing with demonstrated ROI, offers high-quality premium audiences and is responsive to their needs and interests.

**Q How does IDG measure up against tech marketers' expectations?**

A IDG and its media brands are considered to be average or better on all of the attributes measured. Among our strengths are many of the characteristics valued highly by tech marketers: demonstrated reach into key targets; high-quality premium audiences; respected editorial content and trusted brands. However, when it comes to being the very best or above average we have some areas of focus in which we can improve. Four areas IDG can focus on improving include: competitive pricing/ROI; lead gen, innovation, and access to display viewability data. These are themes that came up multiple times in the research and areas in which IDG, with its rich history and market leadership, can surely shine. ■

# unsunghero

## Laurie Butson

*VP, Global Training and Development*

*IDG Communications*

*IDG Communications SVP, Human Resources **Piper Sheer** named VP, Global Training and Development **Laurie Butson** her team's Unsung Hero. "Laurie's dedication to producing high-quality work is evident in everything she does. IDG's training and development programs like IDG Compass, European Media Management Institute, Management Excellence Program and the Global Product Line Meeting are the best in the business, in large part due to Laurie's commitment to creating timely, relevant content and ensuring that it's delivered in a compelling way. Her attention to detail, care for the employee experience and love of what she does make her an Unsung Hero in my book."*

**Home** Sudbury, Mass.

**Joined IDG** August 1999

**Career path** Training coordinator; Senior coordinator; Training specialist; Training manager, Training director; Senior director, Learning and Development and Human Resources

**Primary job responsibilities** I oversee everything we do from a corporate training and development perspective at IDG.

**Three things I do in a day's work** I might be planning the Global Product Line Meeting, working with a team on HR-related items, designing a training class or offsite for a team and thinking about new training initiatives for IDG — for example, how to bring Applied Learning to life.

**What I love most about my job** The fact that I get to work with all employees across the entire company — both in the U.S. and outside of the U.S. We have so many smart, talented, fun people at IDG, and it's truly a pleasure to get to know and work with so many people across all parts of the organization.

**A hot-button issue I'm dealing with on the job** To be sure that I am constantly in tune with how our business, industry and market are evolving so that I can do the best job that I can to help employees navigate these changes most successfully by having the skills, knowledge, and information to do their jobs most successfully.

***Laurie Butson** joined IDG in 1999 as a training coordinator.*

**Latest accomplishment** The 2014 Global Product Line Meeting, bringing together 300-plus employees from across the globe.

**What I'm doing to be a better employee** I practice what I preach in terms of ongoing development and am constantly learning about the business and all the exciting changes there.

**Interests outside the office** My family! I have twin seven-year-old boys who are my delight, along with my husband and our dog, Jib. When I'm not working, I enjoy anything possible with them. We are very active so that might be skiing, hiking, swimming, biking, waterskiing and all kinds of other outdoor fun.

**What others can't tell just by looking at me** I was an All-American field hockey player in college.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Piper Sheer** *IDG*
**Leander Voegels** *Minoc Media Services*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

27 OCTOBER 2014 | VOLUME 44, NUMBER 41 | WWW.IDGCENTRAL.COM

NEWS - page 3-6 | ANNIVERSARIES - page 9 | CONTEST: SPOT THE DIFFERENCES - page 10

## Global Product Line Meeting focuses on growth, applied learning

The world's most authoritative con
BIG DATA
IDG's first GLOBAL EVENT
Strategic Development
driven by
FIND OUR EDGE
GPLM'14

*Strategic Development Center leaders Matt Smith (Demand Generation) Christina Carstensen (Mobile), Colin Browning (Social Media) and Michael Beilfuss (Events) present updates on their groups' projects.*

**SEE MORE ON PAGE 3**

## Also inside

IDG Netherlands scores big at IT Innovation Day

Dutch editor tests implanted NFC chip

IDG Sweden's Webbdagarna sets attendance record

*On the job: James Walker, head of marketing design at IDG U.K., manages a wide range of creatives.*

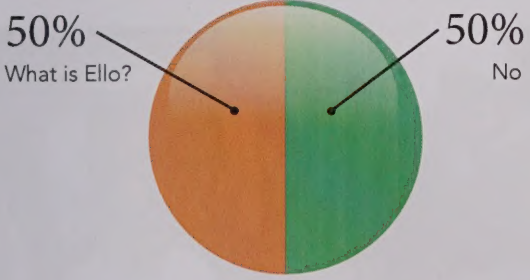
**SEE MORE ON PAGE 7**

*Back by popular demand: Test your observation skills with this "spot the differences" photo challenge.*

**SEE MORE ON PAGE 10**

## Question of the week results

Does Ello pose a credible threat to Facebook?

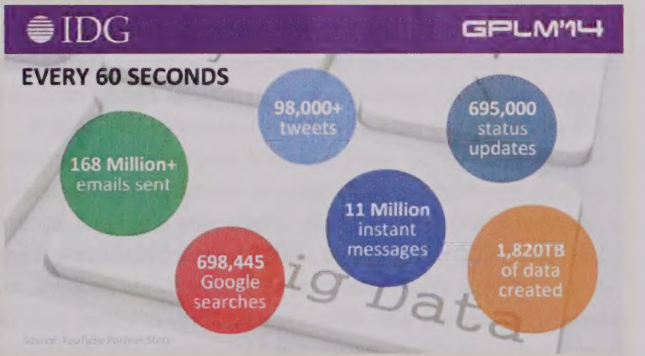


**Log on to www.idgcentral.com to vote on this week's question:**

Would you be willing to have an NFC chip implanted in your body?

CLICK HERE

## By the numbers...



Dina Roman, executive VP and general manager, IDG.TV/IDG TechNetwork, shared this slide from YouTube Partner Stats as part of her presentation at the recent IDG Global Product Line Meeting. She discussed the evolving online video landscape, how and when viewers are consuming it, market opportunities and plans for IDG's video strategy as IDG.TV gets set to relaunch.

# IDG Netherlands hits home run with IT Innovation Day

IDG Netherlands' second IT Innovation Day was bigger and better in virtually every way: more attendees, more sponsors, more speakers, more sponsor-attendee interaction, more interactivity and more media attention, according to **Gabriella Meijnckens**, manager, marketing and events, B2B.

The one-day event, which targets the full spectrum of the IT audience — IT professionals, IT managers and C-level IT executives — is focused on the empowerment of the IT function in today's modern business. "IT will be driving most of the paradigm shifts in our society for the coming decades," noted **Volkert Deen**, chief editor B2B events and co-host of IT Innovation Day along with Erik de Zwart, a well-known Dutch radio personality and entrepreneur. "But the IT department is hardly ever the driving force for innovation in today's companies; that role is usually claimed by either business development or the marketing department. At IT Innovation Day, we want to show our IT audience how they can claim a role as innovation driver, both by showing them opportunities and trends, as well as by introducing them to tools and tactics to translate these opportunities into viable solutions for their organizations."

At the same time, Deen said, "we want to create a platform for our commercial partners that allows them to build a relationship with our audience. We put a lot of effort into helping our partners translate their message into added value for our audience, positioning them as attractive business partners."

This year's event was supported by six sponsors (up from four last year) and included large companies such as Intel and HP as well as a new telecom player in the Dutch market, Truphone. "All of our sponsors were looking to interact with our IT decision-maker and line-of-business audiences, and we offered a wider range of packages to allow them to do so," noted **Liam Baker**, sales manager, Business Media. Included in the various sponsor packages were one-on-one meetings, round tables, opportunities to lead workshops, executive lunches, exhibit booths and keynote sponsorships. "Because we had such a large number of delegates in attendance, we were able to invite the most appropriate people to meet with our sponsors and this was highly appreciated and a great added value," Baker said.

*An attendee tries out the Oculus Rift on the exhibition floor.*

it
INNOVATION
DAY
VOLKERT DEEN
ERLAND

***Volkert Deen**, chief editor B2B events, served as co-host of IT Innovation Day.*

As it was last year, IT Innovation Day was held in the town of Amersfoort, a city more centrally located than Amsterdam and home to many artists and a reveamped business district eager to woo entrepreneurs and start-ups. "Amersfoort has become a very valuable partner for us," Meijnckens said. "The city is eager to help us create an even bigger event, perhaps spanning more days and/or incorporating more related events with other municipalities and mayors involved (several local government officials, including the mayor, were in attendance). The city also provided financial support, assistance in negotiating with the venues and arranged a dinner for event speakers the night before. They have already signed a contract for the coming three years. We also had the South Korean Embassy as a partner this year. We expect their involvement to grow in the coming year as they have let us know they want to expand their partnership with LG and Korea Telecom for the next edition," Meijnckens said.

A total of 674 attendees registered for last month's event, a 25% increase over last year, Meijnckens said, noting that they used a broader range of partners to recruit attendees such as the Dutch Financial Times and several other media and knowledge partners. Attendees paid 299 euros (US$380) or a 199-euro ($250) early-bird rate, although Meijnckens said a number of highly qualified attendees were invited to attend free of charge. This year we had a broader range of job titles represented at the event, with a significant increase in our line-of-business audience.

Event organizers search for speakers who don't have typical IT backgrounds, and this year's program featured professors from educational institutes such as Nyenrode Business University, the strategy officer from Krux, scientists, entrepreneur and researcher Maurice

*continued on page 5*

# IDG Global Product Line Meeting focuses on applied learning, company growth

The theme of the 2014 IDG Global Product Line Meeting, "Find Our Edge," gave 309 employees and publishing partners an opportunity to learn more about the changing media landscape and develop strategies that will help them contribute to their business units' growth while better serving their customers.

The attendees represented IDG subsidiaries and licensees from around the world gathered in Boston for two days of general sessions and breakouts. IDG Communications Worldwide CEO **Michael Friedenberg** opened the first general session, observing that we're experiencing our own "industrial revolution" during this period of the "industrial Internet," which is disrupting all businesses, including the global media landscape.

(L-R): **Kate Zinn**, IDG Global Solutions, **Neil Michael**, IGS; **Maringo Vlijter**, IDG Netherlands (back) and **Jeremy Rueb**, IGS, spoke on a panel about driving marketing services revenue.

Marketing executives are facing enormous change. "Thirty-five percent to 40% of all marketing dollars are now going to digital, but just 9% of all marketers say their digital marketing is effective. I think that's an opportunity for us," he said.

In the past three years, the number of companies in the ad tech market that are trying to figure out how to properly measure marketing has gone from 100 in 2011 to 950 companies in 2014. "When we sit down with our customers, are we prepared to talk about this ecosystem?" Friedenberg asked.

"If you ask what keeps me up at night, it's relevance. If we are relevant in front of our readers and our advertisers, there is never a problem. Our job is to help our customers navigate this ecosystem and make sure our solutions are tied into that ecosystem."

Media is going through its own transformation, he added. "It used to be that premium brands and publishers that owned the channel and the voice of the customer were the most important, but through the mobile and social data-driven web, you don't need to be a premium publisher now. You can be an exchange, network or mobile or social platform."

IDG WORLD UPDATE PHOTOS

(L-R): **Sebastian Hirsch**, IDG Germany; **Angelica Lundin**, IDG Sweden; **Teresina Cardamone**; IDG Global Solutions and **Carrie Mathews**, CIO Executive Council led a breakout session on "Lessons Learned from the Ice Bucket Challenge."

Friedenberg showed a slide with the premium brands (e.g., the Wall Street Journal) with their authoritative voice and trusted content on one end of the spectrum, and new media players (e.g., Vox) that aggregate content along with more opinionated commentary. "Each side wants to adopt some of the same qualities of the other," he said, adding that the rollout of IDG's new content management system, Apollo, will make it easier for IDG editors to bring in curated, aggregated content.

Friedenberg said while readers and advertisers value IDG's brands, advertisers also want audiences. "Our ability to marry and match our first-party data with third-party data will separate us from the rest of the pack. That's why our brands are so important."

Friedenberg outlined the elements he thinks are essential for finding IDG's edge as the company transforms itself into a modern media company. These are: 1) identifying what business IDG needs to be in; 2) growth; 3) applied learning; 4) culture and 5) collective excellence.

As an example of the first point, Friedenberg said IDG needs to grow its "below-the-line" revenue, i.e., the revenue that IDG TechNetwork, IDG Connect and IDG Strategic Marketing Services generate. Currently, that represents 51% of U.S. revenue but just 14% of international revenue. To increase the non-U.S. revenue, Friedenberg said that IDG will centralize its global demand-gen business under IDG Connect, marketing services under IDG SMS and digital operations under the Digital Media Group.

Second, growth relates to audiences, data-driven strategies, revenue, technology and talent. For example, IDG needs to get

*continued on page 4*

### View the new Corporate Video

The 2015 IDG Corporate Video ("sizzle reel") that positions IDG as a tech media, data and services company debuted at the Global Product Line Meeting. Go to the Corporate Communications page on IDG Central to view it or choose from three download sizes.

## GPLM

*continued from page 3*

in front of the millennial audience (ages 18 to 34), elevate its ability to monetize unsold ad inventory and bring in more and new kinds of employees such as data analysts.

**Pete Longo**, CEO of IDG Communications U.S., talked about structuring IDG for growth by focusing on "centers of excellence" built on expertise, scale and leadership. The "centers" within the U.S. Media Group are events, editorial, sales network, digital media solutions and video. Within this model, "we remain a decentralized company while facing the market, i.e., engaging with a reader, viewer or an event attendee who values IDG's brands, while on the back end we will be a more centralized company for sharing, monetization and innovation," Longo said.

Global spending in the programmatic ad buying market is at $21 billion in 2014 but is expected to rise to $53 billion by 2018, Longo noted. "How do we harness programmatic? We need to build the right platform, and we are doing it now with the IDG Global Ad Platform" that all IDG subsidiaries will be using by next February. "IDG readers are not just on IDG sites. But if we know who they are, we can buy and sell them," he said, adding that the global ad platform will increase IDG's advertisers.

IDC EVP/Worldwide Research Products and Chief Research Officer **Crawford Del Prete** lent some insight into the ICT market's transformation through 2020. IT's impact on the world has never been more pronounced, he said, even at a 3% to 5% growth rate. "There's a lot of growth under the surface, with segments of the market such as social, mobile and big data growing at more than 20%." He noted that there are opportunities for IDG to become more relevant in the marketplace, such as helping CIO customers direct their spending money in new ways.

***Agata Carroll**, IDG Global Solutions, and **Marcin Renduda**, IDG Poland, at the opening reception.*

Leaders of IDG's Strategic Development Centers gave updates on their groups' progress on applied learning projects. The Mobile SDC, led by IGS Group Client Business Director **Christina Carstensen**, produced the Mobile@IDG Playbook, a print/digital marketing product that will help IDG's customers navigate the mobile market. IDG Germany Publisher **Michael Beilfuss** outlined plans for IDG's first global event series: the Data+ conference, the first of which was held this year in the U.S., and optimizing it for international sales. The six-event series, which will target attendees from regions and not just individual countries, will be held across three continents beginning with the Netherlands in April 2015.

The Social Media SDC, led by **Colin Browning**, director, Performance Marketing Group at IDG SMS, is sharing best practices around enhanced community threading and has created TechTalkInsiders.com, an internal site to share best practices, procedures, case studies and practical news (the password is GPLM2014). IDG Connect Managing Director **Matt Smith** talked about the initiatives developed through the SDC that aims to advance IDG's expertise in the fast-growing area of demand generation and drive incremental revenue across the business.

In a recent survey of 203 tech advertisers and agencies around the globe, IDG Research Services sought to understand how IDG can better adapt and innovate to serve that audience's marketing priorities for 2015 and beyond. Marketers' top challenges are how to accurately measure and prove ROI on online advertising and how they can generate and nurture more quality leads, said SVP/GM **Janet King**. "Our strengths are many of the characteristics valued highly by tech marketers: demonstrated reach into key targets; high-quality premium audiences; respected editorial content and trusted brands. However, when it comes to being the very best or above average we have some areas of focus in which we can improve: competitive pricing/ROI, lead gen, innovation and access to display viewability data."

IDG SMS SVP/GM **Charles Lee** outlined plans for the soon-to-be launched Project Orion, a content marketing data intelligence platform that will help IDG learn more about its many types of audiences in many countries. Breakout sessions, which primarily featured IDG presenters, focused on topics such as winning content strategies, building a thriving online community, driving marketing services revenue, leveraging best sales practices and video at IDG.

"It was a great opportunity to meet with the global IDG fraternity and exchange thoughts," said Channnel World Assistant Editor **Shantheir Mallaya** of IDG India. "We got first-hand insight into IDG's vision and what the organization is doing in order to scale into a media, data and services company." ■

## Applied learning in action

A major goal of this year's Global Product Line meeting was for attendees to bring back actionable ideas — i.e., applied learning — to their business units. Speakers were asked to focus their presentations to provide goals and action points, and the GPLM mobile app included a #MyEdge feature that enabled attendees to post inspirational nuggets and their ideas.

"We're also asking business units to share with Mike [Friedenberg] and the GPLM team a brief summary of three to five actions they plan to take as a result of the meeting," said IDG Senior Director, Learning & Development & HR **Laurie Butson**, a member of the GPLM planning team. "This will provide us with a window into what initiatives are being undertaken so we can share the information and actions more widely, and follow up when appropriate."

## IDG Netherlands editor tests implanted NFC chip in year-long program

One of the sessions generating the most buzz at IDG Netherlands' IT Innovation Day involved 10 volunteers — including IDG Netherlands News Editor **Rene Schoemaker** — having near-field communication (NFC) chips implanted in their hands. Sponsored by WizKid, a Dutch start-up that provides on-demand technical assistance, and Permanent Beta, a foundation that aims to encourage people to think about the future of society in combination with new technology, the one-year program aims to encourage the development of new applications for the technology.

"The other volunteers and I will spend the next 12 months testing the use of an NFC chip in our daily lives to see whether having the chip implanted in our bodies is more useful than using a chip embedded on a card or in a smartphone," he said. Current applications allow people to use the NFC chips to use public transportation or pay for things in shops and restaurants.

Schoemaker said he is particularly interested in the possible negative consequences of being chipped. "You can think of possible privacy breaches and other kinds of security breaches," he said, adding that he has already been in contact with a well-known global IT-security firm about a program that can install malware on smartphones by using the chip in his hand. "If you can get spyware on a phone, you can easily snoop on people, for example, your spouse or your boss. But perhaps we will try to get our hands on our secretary of Justice and Homeland Security to show how easy it is to breach security. It's a showcase to make people think more about security in regards to new technology." Although final decisions about this project have yet to be made, Schoemaker said he would enjoy "the experience of playing James Bond" and the potential to generate public awareness and discussion about this issue.

Noting that the implantation did hurt a bit — "mainly because of all the TV cameramen trying to film it, which dragged the process out from the normal five seconds to about 30 seconds" — Schoemaker said he faced no competition for one of the 10 volunteer spots in the program. "Nobody I know had the guts to take part!" he joked. The chip, which is about the size of a grain of rice, is manufactured by the Dutch company NXP. NXP also makes the NFC chip in the new iPhone. Schoemaker said at the end of the 12-month program, he will decide whether to have the chip removed.

*IDG Netherlands News Editor **Rene Schoemaker** has an NFC chip implanted in his hand on the main stage at IT Innovation Day.*

Media interest in the program has been intense. "I am still recuperating from two-and-a-half weeks of full media coverage," Schoemaker said. "I've been on many TV and radio channels with this story and a lot of newspapers interviewed me, even one from Belgium." And his blog posts on Computerworld.nl are generating a lot of interest as well. "Feedback is coming from people on Twitter and Facebook and when I talk to people on the phone or in real life. Everybody in the industry seems to know about my chip."

Schoemaker said none of the participants are under any obligation to test a particular application that may be developed. "If I don't feel comfortable taking a certain test, I don't have to participate. But then again, I can't imagine what that would be!"

For more information, contact Rene Schoemaker.

*continued from page 2*

## IT Innovation Day

de Hond, a drone pilot and cultural entrepreneur/artists and much more.

Additions to the agenda added to the excitement of the day. Among these:

- A Smart Mobility Challenge, with the winner to be awarded a 100,000 euro (US$127,560) prize later this year. IDG Netherlands invited companies to design a next-generation smart mobility service that will provide society with a direct value. The winner will receive the prize to use as a development budget. IDG Netherlands is a media partner for this challenge, and its audience will be participating in the jury process.
- A drone flew around the venue filming the crowd, and the video was displayed on large screens throughout the day. In addition, there were eight smaller drones that attendees could control themselves.
- Ten people, including IDG Netherlands News Editor **Rene Schoemaker**, agreed to participate in a year-long program to evaluate the potential benefits of having a near-field communication chip implanted in their bodies (see sidebar, above). The participants had the chips implanted on the main stage, creating a huge media buzz.
- An Oculus Rift (virtual-reality headset) for attendees to try out.
- An Innovation Express session on the mainstage in which representatives from four start-ups demonstrated their products.

IT Innovation Day garnered local TV coverage, interviews with five radio stations, coverage on at least six news websites and several business websites, Meijnckens said.

For more detail, watch this video or contact Gabriella Meijckens. ■

# IDG Sweden's Webbdagarna sets local attendance record

Webbdagarna (Web Days), the market-leading event for online business professionals organized by IDG Sweden's Internetworld, continues to flourish. IDG Sweden organizes six to seven Web Days events a year in a variety of Swedish cities, and its most recent in Gothenburg drew 630 attendees, the most ever for that location.

Web Days' mission is to "bring the industry together and share knowledge and inspiration," said **Yasmin Tilles**, Internetworld event manager. "We want our attendees to leave the event with a lot of inspiration, new ideas and concrete tools, wanting to return to their offices and translate what they learned into practice."

Tilles said she and her team work to make the event a yearly highlight for attendees, who pay between 5,450 and 7,450 SEK (US$760 to $1,000), depending on when they register for the event. Attendees come from both the private and public sectors (88% and 12%, respectively). The typical attendee, Tilles said, holds a position in communication, marketing, business development or sales. "We put our heart into making it a positive and genuine experience for everyone, from making sure that the content is relevant and rewarding to having people cheering and high-fiving our attendees when they arrive in the morning."

The program is the foundation of the event, Tilles said. The Web Days team works with a majority of the speakers on their presentations and content and expects them to be "as hands on as possible," Tilles said. Breakout sessions — known as Knowledge Tracks — are promoted as being filled with very concrete, practical advice and best practices.

"We want our attendees to leave the event with a lot of inspiration, new ideas and concrete tools, wanting to return to their offices and translate what they learned into practice."

*Yasmin Tilles*

internetworld

*The editorial staff at internetworld.se did a great job covering the whole event, noted Event Manager* ***Yasmin Tilles****. L-R:* ***Julia Skott****, freelance journalist;* ***Linus Larsson****, managing editor; and* ***Ada Fredelius****, online editor.*

IDG Sweden encouraged all Knowledge Track speakers to end their presentations by either handing out five items of practical advice or giving the attendees homework. "Many of the speakers included summarizing checklists or advice in their presentations," Tilles said. "The homework in a video breakout session could be: 'Go to the coffee machine tomorrow when you arrive at the office and film a short interview with the first person you come across.' This is a way of encouraging the delegates to start using the tools and advice the speakers shared during the Web Days."

Tilles said Web Days had a bigger budget for speaker fees and signed several international speakers such as Jeff Jarvis, author of the book *What Would Google Do?*, who spoke on protecting the future of the Internet, and Beth Higbee, European director for The Webby Media Group, whose "At Your Service" talk discussed how the high-impact global service economy is also creating entitled customers.

Jarvis and Higbee received high ratings from attendees as did Makerspark Founder Gustaf Josefsson's "Give Up The Planning and Start Experimenting!" and Advertising Researcher Nina Åkestam's "What Is the Point of the Whole Thing?"

Tilles attributed the record number of attendees in Gothenburg to "the extra effort we put in compiling a great speaker list

*continued on page 9*

*Web Days attendees receive an enthusiastic welcome from IDG Sweden's* ***Ulrika Dratwa*** *(second from left),* ***Rebecca Kluger*** *(third from left) and* ***Yasmin Tilles*** *(fourth from left). Others in the photo are staff from the event venue.*

*Job Spotlight*

# On the job: Head of Marketing Design

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name** James Walker

**Title** Head of Marketing Design, IDG U.K.

**Joined IDG** In September 1996 as design assistant for Macworld magazine. I've stayed with IDG U.K. ever since, having spent my first 16 years working on the Macworld brand before taking on this role.

**What a head of marketing design does** Essentially, I now create and manage all of the corporate design material for IDG U.K. This means designing all of the marketing creatives from logos to page layout, banner ads and website designs, and corporate presentation materials.

**The products I deliver and who my primary customers are** I work closely with our CMO **Dawn Briddon**. A large part of my services at the moment is geared toward the evolving Media Services/Audience Services sales team in helping to shape the brand and create a strong visual package for them to take to market. My services also go to the Tech Media group in looking after the branding and marketing materials they need for our tech media titles and any events that we hold.

**Key skills required for my job** The technical skills required are those any designer would need, I guess. Photoshop for photo-retouching and concept illustrations; Illustrator for logos and infographics; InDesign for page layout (I probably use all three of the above for web design) and, since I started my new role, PowerPoint. Aside from that, image sourcing, managing photo libraries and art directing any out-of-house projects if I don't personally have time to do them.

**A typical day** It starts with a good old-fashioned cup of tea, obviously, and then a brief planning of the next few days in order to manage my time across various design projects. I then immerse myself in being corporately 'arty,' keeping my finger, of course, on the pulse in the world of design and current design trends.

**Best part of my job** The best and most challenging (I think the two are synonymous) part of my job I'd say is the moment when you realize you've "got it," as in, nailed the concept and the visual style. As an example, I've just been working on a PowerPoint presentation for the Audience Services sales team. It's a notoriously clunky piece of software, but if you dig deep and experiment a little you can craft some interesting animated infographics with it.

**How I got involved in this career** I've loved art since I was a kid, and when I wasn't painting my friends and family, I was obsessed with making inlay cards for homemade mix tapes. That was before CDs and MP3s were even dreamed of! That was also just the dawn of the home computer, and it was a good while after Apple launched its first Macintosh in '84 that I got my first Mac. And then I was hooked on Photoshop, even though there was only one Undo!

DOMINIK TOMASZEWSKI

*Head of Marketing Design **James Walker** helps shape strong visual packages for IDG U.K.'s various brands.*

**A recent accomplishment** I think this would be the IDG U.K. Innovation Showcase website, which we created earlier this year. It's an online portfolio of all the services and products we offer here at IDG U.K. It's the brainchild of the CMO, and with some out-of-house coding assistance we built it from the ground up in just a couple of months. It's a continually evolving and growing portfolio, as is the nature of our business unit at the moment. Now that the foundations of the site are in place, the really fun part for me now is creating lively screen-capture videos of all of the new ad units we're selling, which involves video editing and adding visual effects along with adding and syncing audio tracks (some of which are my own bedroom-produced musical creations — shh...).

**What my colleagues would be surprised to learn about me** I used to work on a duck farm. ■

# noteworthypeople

## New employees

Hu

**IDG China** has hired **Steven Hu** as a research manager, Networking. He brings to IDC's Beijing office more than 10 years of experience in network equipment manufacture and customer service engineering. He earned a degree in information and computing science from China's Lanzhou University. xhu@idc.com

Hu

**IDC China** has also hired **Jenny Hu** as a research manager, Services, focusing on the local Cloud Services Research and Consulting market. She previously worked for 21Vianet and GDS in charge of market research on cloud service, Internet and related industries. She holds a B.A. in news and media from Renmin University in Beijing. jhu@idc.com

**Kah Ann Fong** joins **IDC Malaysia** as a market analyst, Client Devices. She comes from the banking industry where she worked in e-business, consumer insights and brand communications. She is a graduate of London's Imperial College with a B.S. in mathematics and statistics. Away from the office she enjoys gardening and hiking — "despite my adventurous sense of direction" — and is determined to explore the Mulu Caves in the Malaysian state of Sarawak. kafong@idc.com

Also new at **IDC Malaysia** is Associate Market Analyst, Software **Ng Quan Xiong**. Previously a sales executive at a furniture manufacturing company, he earned a B.A. in business management from Northumbria University in Newcastle upon Tyne, England, and an M.A. in international business from Monash University in Melbourne, Australia. He enjoys playing badminton and reading about global and business news. qxng@idc.com

New at **IDC Indonesia**'s Jakarta office is Associate Market Analyst, Mobile Devices **Paul Alexander**, who will be responsible for local mobile phone and tablet research. While studying for his B.A. in economics and marketing management at the University of Indonesia, he held internships at CV Tama Joga Raya and the developer AEON Mall. He enjoys all types of sports, especially basketball and soccer, reading about psychology and watching YouTube videos. palexander@idc.com

Also new at **IDC Indonesia** is PC Market Analyst **Fransiska Palmasari**. She was previously a project marketing junior at exhibition organizer Dyandra Promosindo Yagyakarta, overseeing events, budgets, marketing and customer relations and then worked as a corporate secretary for the business development office of Kompas Gramedia Group Jakarta. She holds a degree in communications from the University of Atma Jaya Yogyakarta and recently earned a project management certificate from Edmonds Community College in Seattle, Wash. In her free time she enjoys reading, mountain climbing, snorkeling and playing the piano. fpalmasari@idc.com

**IDC Singapore** has hired **Farzana Anwarali** as an account executive, Event Sales, responsible for pursuing Asia-Pacific event sponsorship sales. She has worked in sales and business development in the capital market and energy sector, primarily focused on the Middle East and Asia-Pacific markets. She earned a degree in business from Singapore's SIM University and served as a university ambassador for its overseas programs. Away from her desk she enjoys running and baking. fanwarali@idc.com

Sun

New at **IDC China** is **Daniel Sun**, senior consultant, Industry Insights, concentrating on new business development and relationships building. He has previously worked in steel manufacturing and international research and has experience in market sizing and segmentation, competitive intelligence and tailored software solutions. In his free time he enjoys following the Chelsea and Real Madrid football teams, playing basketball and badminton and learning about different cultures and cuisines. dsun@idc.com

Singh

**IDC India** as hired **Varun Singh** as a marketing analyst. After earning a B.S. in information technology from the Model Institute of Engineering Technology in Jammu, India, he worked as a hardware and networking engineer for Infotech Pvt. Ltd.; he has also been a channel engagement manager with AaramShop.com. He also holds an MBA from Delhi's IILM Institute. In his free time he enjoys reading fiction and playing volleyball. varunsingh@idc.com

Zamora

**IDC Latin America** has hired **Cesar Zamora** as an associate analyst Research Operation Center. He was previously a teacher's assistant at the School of Sciences of the Universidad Nacional Autonoma de Mexico. He holds a B.S. in mathematics from the Universidad Nacional as well as an M.S. in applied mathematics from CIMAC. An amateur guitarist in his free time, he also enjoys reading and playing Go. czamora@idc.com

Also new at **IDC Latin America** in Mexico City is Research Operation Center Associate Analyst **Ingrid Sena**. Previously a Unilever trainee in brand development for Latin America, she has also worked as a financial control analyst at Hoffman-LaRoche's Diagnostics division. She earned a degree in financial management from the Instituto Tecnológico y de Estudios Superiores de Monterrey and enjoys reading novels and running. isena@idc.com

Orozco

**Adrian Orozco** joins **IDC Latin America**'s Mexico City office as an Emerging Markets analyst, coming from Quali Consulting Group where he was a marketing consultant. He holds a bachelor's degree in marketing from Instituto Tecnológico y de Estudios Superiores de Monterrey and a master's degree in applied economics from the Colegio de la Frontera Norte. He enjoys photography and swimming, which he used to teach to special-needs children. aorozco@idc.com

## From around the web

Check out these articles and more from In The News, IDG Central's select roundup of IDG press mentions, IT media and tech industry news:

Survey: Publishers embracing shift to time-based metrics
*Read more*.

TV in your pocket: Vine advice for publishers
*Read more*.

Online media streaming up 388% from 2013, Adobe finds: but less than 17% watch a full video on mobile
*Read more*.

Meredith benefits from its data-driven approach to programmatic advertising
*Read more*.

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**24**
***Duane Hampson*** *IDG TechNetwork*
***Stephen Fontaine*** *IDC*

**23**
***Steve Pelosi*** *IDG Corporate Service Group*

**22**
***James Farley*** *IDC*

**21**
***Carolyn Johnson*** *IDG Enterprise*
***Sean Weglage*** *IDG Enterprise*

**17**
***Giuliana Folco*** *IDC Italy*
***Masaaki Moriyama*** *IDC Japan*

**16**
***Mark Anderson*** *IDG Communications*
***Sheryl Hodge*** *IDG Enterprise*
***James Eibisch*** *IDC U.K.*
***Carina Nilsson*** *IDG Sweden*

**14**
***Masato Takeuchi*** *IDC Japan*

**13**
***Phil Sargeant*** *IDC U.K.*

**12**
***Elissa Simpson*** *IDC U.K.*
***Erik Hofslagare*** *IDG Sweden*

**11**
***Patrick Kenney*** *IDG International Publishing Services*
***Tommy Cheung*** *IT World Canada*
***Magnus Aschan*** *IDG Sweden*
***Melissa Webster*** *IDC*

**10**
***Matthew Goebel*** *Digital Media Group*
***Matthew Wintringham*** *IDG Enterprise*
***Jeff Jedras*** *IT World Canada*

**9**
***Amy Seitz*** *IDC*

**8**
***Martin Svitek*** *IDC Singapore*
***Juliet Truscott*** *IDG Global Solutions*

**7**
***Nina Carrara*** *IDG World Expo*
***Nick Barber*** *IDG News Service*
***Chris Kanaracus*** *IDG News Service*
***Karsten Linde*** *IDG Germany*
***Patricia Gonzalez*** *IDC Mexico*

**5**
***Matt Anderson*** *IDG Strategic Marketing Services*
***Sky Collins*** *Digital Media Group*
***Belinda Tan*** *IDG Connect*
***Cristina Mello de Luca*** *Now! Digital Business*
***Martina Matyus*** *IDG U.K.*

**4**
***Thomas Murphy*** *IDG List Services*
***Shanna Cito*** *IDG World Expo*
***Alena Ruziene*** *IDC Czech Republic*
***Richard Costello*** *IDC*
***Maura Fitzgerald*** *IDC*
***Michael Versace*** *IDC*

**3**
***Lauren Kirchbeger*** *IDG Global Solutions*
***Kimberly Andrews*** *IDG Enterprise*
***Faysal Ayoubi*** *IDC United Arab Emirates*
***Maria Klang*** *IDG Sweden*

**2**
***Sabine Henschel*** *IDC Germany*
***Johanna Lindberg*** *IDG Sweden*
***John Jackson*** *IDC*

**1**
***Meghan Kennelly*** *CIO Executive Council*
***Carol Stockinger*** *IDG Germany*
***Luciano Ramos*** *IDC Brazil*
***Ivan Maldonado*** *IDC Mexico*
***Sam Shead*** *IDG U.K.*
***Andrea Carson*** *IDC*
***Brenda Vondran*** *IDC*

## Wanted: Your office photos

ĐĂNG KÝ ĐẠI BIỂU
DELEGATE REGISTRATION

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit, such as IDG Vietnam staff working at a recent confetrence. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. Send the photo with a short description to idgcentral@idg.com.

*continued from page 6*

## Webbdagarna

Vad har du för mål?

***Speakers from Star Republic close their breakout session on e-commerce by shooting confetti into the audience.***

and building a good reputation in the city since the launch in 2007, which brings us many returning attendees." This year's event evaluation of 4.4 (out of 5) points broke last year's record.

The two-day Gothenburg event was the final one for Internetworld Editor-in-chief and Web Days emcee **Magnus Hoij**, an 18-year IDG veteran who is now managing director for a Swedish trade association. Stepping into his shoes as freelance moderator, program editor and emcee will be Paulina Soderlund. "She has a great background as a MIT Media Lab graduate and a communication and PR manager at the Swedish children's gaming app company TocaBoca. She is well-respected in the industry and has great knowledge about the topics we cover at Web Days," Tilles said. "Another quality that made her stand out is her passion for lifting up more web entrepreneurs who are women and bringing more diversity to the event scene. We have been working on this actively for a while, but it's something we can become even better at." Soderlund will work closely with the Internetworld team behind Web Days and be responsible for event content. She will also be a regular columnist for internetworld.se.

Tilles, who has been working on Web Days since 2010, said it has been a great experience to see the event series evolve. "When I started working for Internetworld our main event in Stockholm had about 500 to 600 attendees; today it attracts 1,600 and has become Sweden's leading event and venue for everything digital and business-oriented."

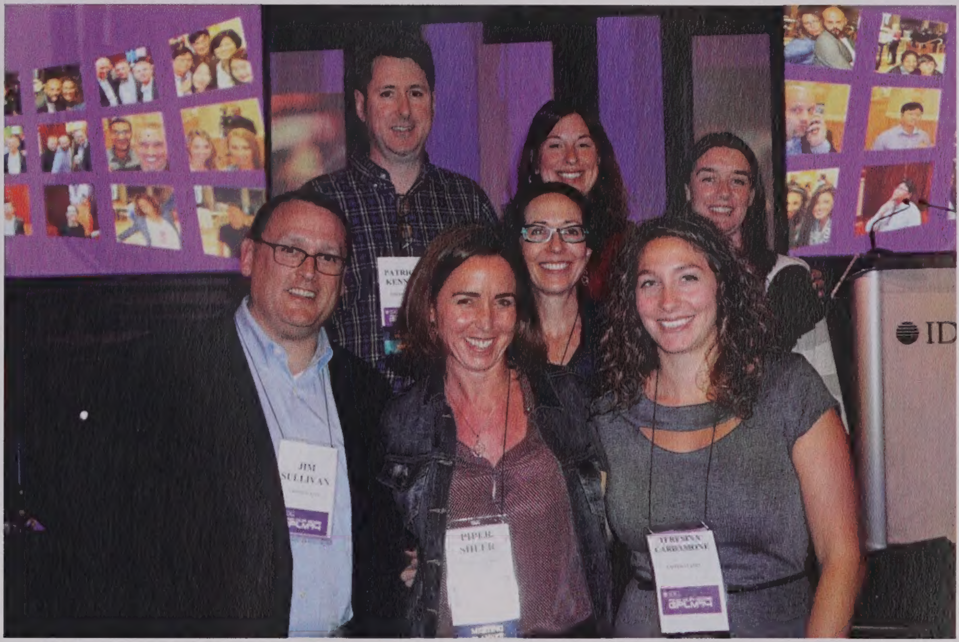
Internetworld also holds Web Days in Malmö and Växjö and organizes one or two Web Days CMO Summits — full-day conferences focusing on CMOs and marketing managers — per year. Next month will see the launch of Web Days Public Sector in Stockholm.

For more information contact Yasmin Tilles. ■

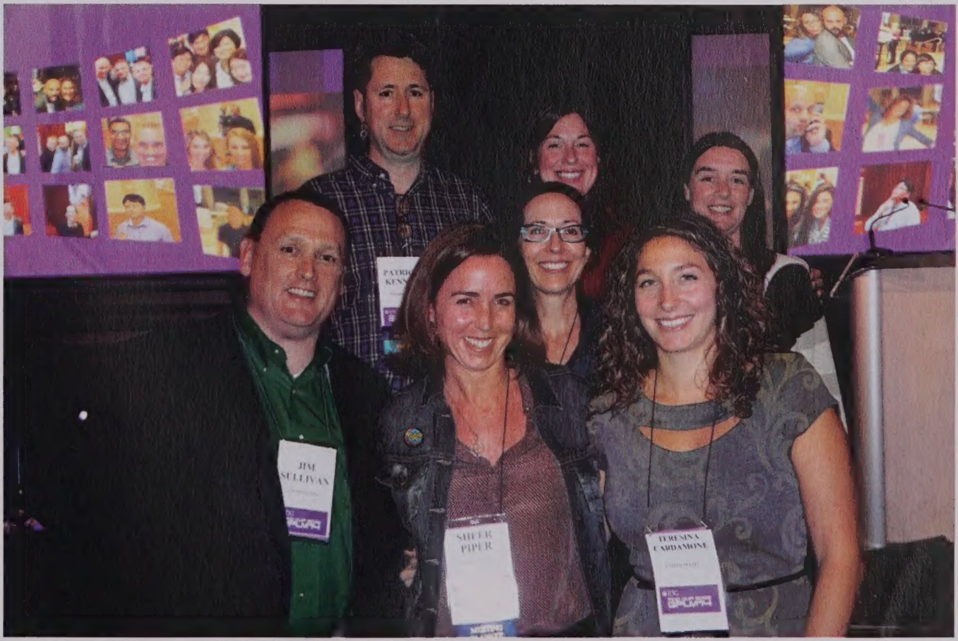
# offline

The original photo (top) has been modified to create a new photo (below). See if you can spot the 10 changes, and send your answers to world_update@idg.com no later than Nov. 11 for a chance to be entered into a random drawing for an insulated IDG lunch bag filled with IDG swag.

## Can you spot the differences?



*The hard-working team behind the Global Product Line Meeting includes (l-r): IDG International Publishing Services President **Jim Sullivan**; IPS Systems Manager **Patrick Kenney**; IDG Communications SVP, Human Resources **Piper Sheer**; VP, Editorial Director IDG News Service **Elizabeth Heichler**; Senior Director, Learning and Development and HR **Laurie Butson**; IDG Global Solutions Marketing Director **Teresina Cardamone**; and IPS Financial Manager **Michele Putt**.*



IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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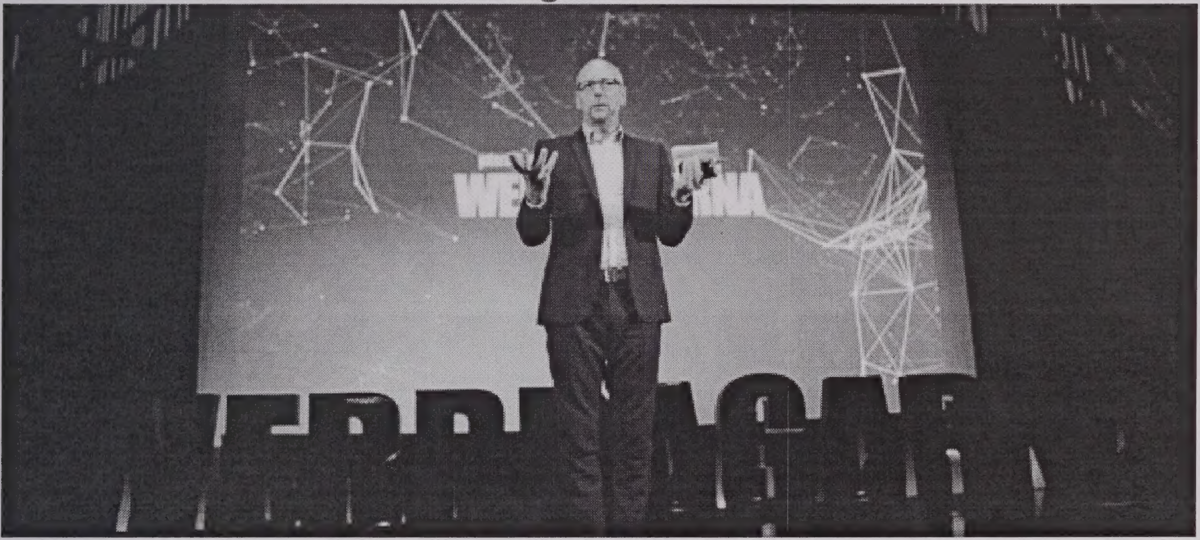
**Michelle Maher** *IDG News Service*
**Gabriella Meijckens** *IDG Netherlands*
**Rene Schoemaker** *IDG Netherlands*
**Yasmin Tilles** *IDG Sweden*
**James Walker** *IDG U.K.*

**Subject:** IDG Sweden's Webbdagarna event, GPLM presentations, photos
**Date:** Monday, October 20, 2014 2:59:00 PM Eastern Daylight Time
**From:** IDG World Update
**To:** Patricia Smith

IDG World Update
EMPLOYEE NEWS AND INFORMATION
20 OCTOBER 2014 | WWW.IDGCENTRAL.COM

## IDG Sweden's Webbdagarna sets attendance record



Thanks to a larger speaker budget, the market-leading event for online business professionals featured several international presenters in Gothenburg.

**PUBLISHING PARTNER PROFILE**

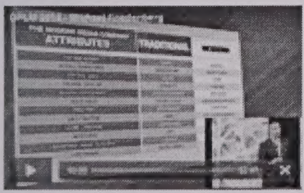
Belgian partner focuses on CIOs

Minoc Media Services is the leading IT media online publisher in Belgium..

**ON THE JOB**

Head of Marketing Design

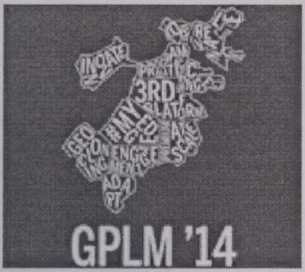
IDG U.K.'s James Walker got his start with Macworld U.K.



**IDG GLOBAL PRODUCT LINE MEETING**

Finding our edge

IDG Communications Worldwide CEO Michael Friedenberg discusses the need for businesses -- including IDG -- to become more digital more rapidly than ever before.



**IDG GLOBAL PRODUCT LINE MEETING**

View videos, presentations and photos from this year's meeting

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## Also on IDG Central...

Question of the week: Does Ello pose a credible threat to Facebook?

If you don't already have a password for IDG Central (www.idgcentral.com), or you have forgotten yours, request one at the site today!

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# IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

OCTOBER 13 2014 | VOLUME 44, NUMBER 40 | WWW.IDGCENTRAL.COM

NEWS - *page 2-4* | ANNIVERSARIES - *page 6* | ON THE JOB - *page 7*

## DEMO Africa helps strengthen African start-up ecosystem

*The third edition of popular event moves from Nairobi, Kenya, to Lagos, Nigeria, emphasizing its focus on showcasing entrepreneurial excellence throughout the continent.*

**SEE MORE ON PAGE 3**

## Also inside

PC Welt collaborates with PC maker to create custom PC

Friedenberg on 'viewability'

*IDG Germany staff entertains agency clients from the U.K. at last month's Wiesn (Oktoberfest).*

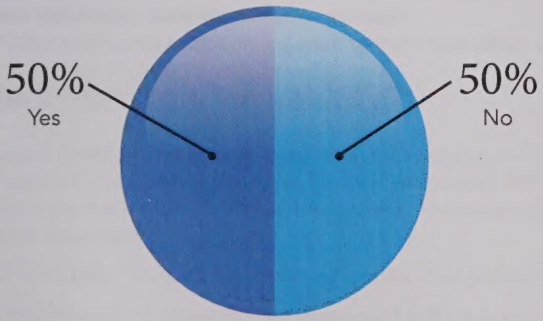
**SEE MORE ON PAGE 2**

*On the Job: Sherri Reardon, enterprise client relationship manager at the CIO Executive Council*

**SEE MORE ON PAGE 7**

## Question of the week results

Should Facebook abandon its policy of requiring users to use their own names ?



**Log on to www.idgcentral.com to vote on this week's question:**

Does Ello pose a credible threat to Facebook?

CLICK HERE

## From around the web

**How Forbes recruits and maintains its massive contributor network**
*Forbes' four-year-old contributor network includes approximately 1,500 bloggers, 500 of whom earn a modest paycheck. (SimonOwens.net)* Read more here.

**A native variety: Seven very different approaches to the tricky business of native advertising**
*The way in which native ads are done varies massively as publishers look for the most effective formats and grapple with ethical issues around how 'native' those ads can be (the Media Briefing)* Read more here.

**Here's what 8 digital execs predict for mobile in 2015**
*Marketers have yet to figure out the best way to serve ads on smartphones as they navigate programmatic buying and manage the worsening problem of ad fraud. (Adweek.com)* Read more here.

**3 approaches to video from Bloomberg, WSJ and VGTV**
*Media outlets have been trying out autoplay, live streaming and longform video to build new audiences and drive subscriptions. (Journalism.co.uk)* Read more here.

## IDG Germany entertains U.K. agency clients at Oktoberfest celebration

***More than 150 IDG Germany employees enjoyed the festivities in the Schottenharmel beer tent.***

***The next day, the U.K. account directors met with six IDG Germany colleagues to review IDG Germany's data, content and social solutions.***

IDG Germany mixed a little business with a lot of pleasure at this year's Wiesn 2014 (that's Oktoberfest for the rest of us). At tables that must be reserved almost a full year in advance, more than 150 IDG Germany employees celebrated all things Bavarian at what has become the world's largest festival. "For IDG Germany this is an important event and serves as both incentive and reward for all colleagues in every department. Our people like to participate in this great traditional Bavarian event. The mood is upbeat with a lot of communal singing and celebrating," said **York von Heimburg**, CEO IDG Germany.

IDG celebrated at this year's Wiesn along with eight clients representing agencies in the U.K. who were accompanied by IDG Global Solution's **Christian Drake**, commercial director, international sales, and **Rob Richardson**, international sales manager.

"After a welcome reception, we went to the Wiesn where we all enjoyed the festival and talked a bit of business, ate excellent Bavarian food, drank Bavarian beer and ended the day in Munich's VIP club P1," said **Sebastian Wörle**, VP Sales and associate publisher of IDG Business Media. "Of course, we also supplied our U.K. guests with authentic Bavarian outfits, which they wore in the Schottenhamel beer tent."

The following day the eight account directors met with six IDG Germany colleagues — Sebastian Wörle, **Stefan Wattendorf**, director sales & account management, IDG TechNetwork; **Jessica Schmitz-Nellen**, key account manager, IDG TechNetwork; **Sandra Holleber**, director key accounts, IDG Business Media; **Karsten Linde**, director media strategy & marketing, IDG Business Media; and **Mehmet Semerkant**, team leader IDG Connect — for a presentation on IDG Germany's data, content and social solutions.

Contact Karsten Linde. ■

IDG Germany shared some interesting facts about this year's Oktoberfest:

Visitors: 6.4 million
Mobile data volume: 570 gigabytes on the first Wiesn Saturday
Number of beers served (1 liter glass): 6.5 million
Pairs of sausages sold: 112,772
Oxen consumed: 112
Calves consumed: 50

## Friedenberg on 'viewability'

Digital Context Next, a trade organization that represents high-quality online content providers, recently interviewed IDG Communications Worldwide CEO **Mike Friedenberg**. An excerpt of the full interview follows:

**Q:** Is "viewability" ready to be used as a measure of ad performance?

**A**: IDG believes that viewability is a measure of ROI more than a measure of performance. Similar to the statements that IAB has made, performance is what happens after the impression is viewed and is measured by metrics like CTR and post-click conversion. If publishers like IDG can report higher viewability, marketers should be more comfortable with that investment. However, the issue of fraud [i.e., non-human traffic—which includes bots, click farms and other networks ] continues to be quite relevant when discussing viewability. If we expect more dollars to continue to flow into the digital space, we will need to address this in a much more measured and standardized manner.

**Q:** How do you work to ensure that ads are viewable and to provide marketers with accurate measures for the performance of their ads?

**A:** With the launch of IDG's CMS, Apollo, and the new designs of our websites, we address the viewability issue by lazy loading the ads, and as long as the user is scrolling the content, we continue to load additional ads at specific intervals. This not only achieves a higher viewability and engagement rate but also results in reduced page load time for a better user experience. We have also partnered with an MRC-certified company (MOAT) to measure and report on the viewability of the ads. This tool also allows us to monitor user habits and dial in the loading and placement of ads to obtain the highest viewability possible.

# DEMO Africa plays key role in unifying African IT start-up ecosystem

After two years of holding DEMO Africa in Nairobi, Kenya, event organizers moved the third annual IT product launchpad to Lagos, Nigeria.

"DEMO Africa is continental," said **Evelyne Wangui**, DEMO Africa project and communication manager, "and giving different countries a chance to host the event not only stirs the IT ecosystem in that particular country but makes the event live up to its continental claim."

Wangui said DEMO Africa's target audience is "mainly the decision makers and policy makers who will be able to create an environment fit enough to allow start-up businesses to blossom. We are talking to governments, private individuals and the international community of investors to give them reasons why investing in technology is the next big thing. Our other great audience is creative young people. We look to instill confidence in them to be able to rise above various challenges and make them understand that Africa and the world is looking to them to provide much-needed IT solutions."

According to Wangui, audience numbers for DEMO Africa have grown each year. "Even with the safety of Nigeria being under threat over the recent Ebola outbreak in West Africa, it was so impressive to see a very large turnout, just slightly more than the 326 who attended last year."

More than 400 firms from 27 African nations applied to demonstrate their new products in Lagos in September. A panel of 12 judges from Africa's business and tech arenas chose 40 companies as demonstrators based on the start-ups' ability to link creativity, effectiveness and scalability. (Nigeria had the highest representation with 14 finalists, followed by Kenya with five; Ghana and Egypt each with four; Rwanda, Tanzania, South Africa and Ethiopia with two; and Tunisia, Cameroon, Uganda and Zimbabwe with one.)

Demonstrators had six minutes to present their product (no PowerPoint presentations allowed). Products were presented in the following 12 categories: Agriculture, Health, Education, Manufacturing, Retail, Media and Entertainment, Communications, Transportation and Logistics, Energy, Finance and Banking, Water and Sanitation and Waste Management and Recycling.

After each presentation two judges provided feedback on the demonstrators' products and presentations. DEMO Africa's 12 judges were chosen for their experience in and contribution to Africa's start-up scene. Judges came from Nigeria, Kenya, Tanzania, Cameroon, South Africa, Zambia and Ghana.

Based on their potential to become global brands, their level of development and possible interest to investors, five start-ups were named DEMO Lions. DEMO Lions is part of the Liberalizing Innovation Opportunity Nations (LIONS@FRICA) Partnership, a public-private alliance designed to support innovative startups in Africa. With help from LIONS@FRICA, the DEMO Lions will pitch their products at DEMO Fall next month in San Jose, Calif., as well as meet with entrepreneurs, venture capitalists and mentors who can help them build their businesses. The LIONS@FRICA partnership also sponsored a two-minute DEMO Africa welcome video from U.S. Secretary of State John Kerry.

*Senior Vice President, DEMO* ***Neal Silverman*** *(far left) and representatives of the DEMO Lions winners took to the stage in Lagos, Nigeria.*

The five products named DEMO Lions were the following:

- Jifunza (Rwanda) is a dynamic, crowd-sourced language education app, designed to expose and educate the world on Africa's 3,000 languages, very few of which are represented in digital media and online.
- Nerve (Nigeria) delivers cost-effective, high-quality smartphones and services to inspire greater productivity for the mobile first generation of Africans who are set to switch from feature phones.
- Paysail (Ghana) offers businesses a simple way to run payroll, generate appropriate tax and social security filings and reports and pay their employees each month.
- Chura (Kenya) aims to ease the difficulties users experience in accessing airtime services across different mobile service providers.
- SpacePointe (Nigeria) helps African small to medium en-

*continued on page 6*

# PC Welt collaborates with PC maker to create custom PC

*Project strengthens brand's authority with readers, generates revenue stream for IDG*

*PC Welt's PCteam: (L-R): Production Director* ***Andrea Kirchmeier****, Devices and Testing Director* ***Thomas Rau****, Devices and Testing Editors* ***Friedrich Stiemer*** *and* ***Michael Schmelzle*** *and Video Production Freelancer* ***Christian Seliger****.*

Following the March release of a PC Welt PC — an affordable desktop system built in collaboration with Medion, a major German PC manufacturer — PC Welt is readying a second PC for release next month. "We offer these PCs to show people the best devices in terms of price and performance," said PC Welt Devices and Testing Editor **Friedrich Stiemer**. "We also get some reader revenue as we get a share from each system the retailer sells."

Stiemer said PC Welt readers trust the brand as an expert in tech media, "so they're more willing to buy PCs that we've designed in consultation with a partner we trust. And Medion also gains a new group of customers."

PC Welt does not design the PC from scratch but instead chooses a unique combination of components and a case. "We wanted the PC Welt PC to be a general-purpose computer good for gaming and multimedia. So, not too geeky, but not too boring," Stiemer said. "The goal of this project is to use our technical expertise to create an affordable PC worthy of our brand and let the manufacturer sell it. Medion suggests different components based on its purchase prices, but we make the final decision, looking for the sweet spot in terms of performance and price."

The PC released in March took nearly four months to design and sold out in three months. It consisted of an Intel Core i5-4440, 8-GB DDR3-RAM, Nvidia Geforce GTX 760, 128-GB SSD, 2 TB HDD, a DVD writer, multicard reader and a hot swap slot, all running on the Windows 8.1 operating system. It sold for 899 euros (US$1,100). The production run was limited to 200 systems.

"We sold 197 and gave two PCs away in a reader sweepstakes and kept one for testing purposes," Stiemer said. "Our partner gave us 6% of each PC sold, so we earned about 10,000 euros ($12,600)."

***Sales of the limited production PC Welt PC generated revenue of $12,600 for IDG.***

The November PC Welt PC, limited to 300 systems, will offer a CPU refresh and Windows 7 and 8.1 for 999 euros ($1,260).

Stiemer said it's "easier and cheaper" to let Medion handle the PC's production and sales — "because we do not have a warehouse or the infrastructure to sell hardware" — while it supports sales through editorial marketing. PC Welt posted two articles online about the PC — one about the hardware, the other on the software bundled with it — and reposted them occasionally during the sales period. A story on the system also ran in the monthly print magazine. PC Welt also produced a video about the PC, and the PC was promoted on the PC Welt Facebook page, which has 144,000 followers. "Our editorial marketing is far more attractive to our readers than simple banner campaigns or other forms of advertising," Stiemer said.

For more information contact Friedrich Stiemer. ■

# noteworthypeople

## Promotions

Larson

**IDG TechNetwork** Digital Strategist **Kirsa Larson** has been promoted to manager, Digital Media. "Kirsa started at IDG as an intern and worked her way up to digital strategist in a short amount of time," said IDG TechNet Business Development Director **Anthony Polcino**. "She learned very quickly the ins and outs of ad-ops and has been managing multiple sales territories for some time now. Her fantastic technical skills, stellar client and sales communication and attention to detail has shown that she is dedicated to IDG and ready to help bring us to the next level. In her new role, Kirsa will manage the digital coordinators for TechNet and will be a main point of contact for day-to-day ops questions and issues." kirsa_larson@idgtechnet.com

Also promoted at **IDG TechNetwork** is Director of Platforms/ Programmatic Operations **Marisa Preston**, who was previously manager, Platforms/Programmatic Operations. "In this role Marisa will continue to lead our efforts in ensuring that our organization remains at the forefront of the ever-changing digital technology landscape," said **Tom McGrade**, IDG TechNet SVP/GM Business Operations. "She will continue to be our point person as we partner with several of the industry's leading platform organizations in our efforts to build out our technology capabilities. In addition, Marisa has taken on a lead role in our programmatic efforts where she will continue to be the operational point person working in partnership with our sales organization, ensuring we maintain a leadership position in this critical area of the business." marisa_preston@idgtechnetwork.com

Ibarra

IDG WORLD UPDATE

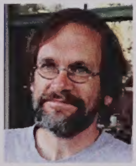
**IDG Consumer & SMB** Facilities Coordinator **Luis Ibarra** has been promoted to associate manager. "Luis has been with IDG for 16 years and over that time has likely helped everyone in the San Francisco office," said **Rick Ciliberto**, IDG Enterprise Facilities/Telecom director. "He's been one of the go-to guys at 501 Second St. for everything from ordering Friday breakfasts to moving work spaces, fixing broken desks and chairs, delivering mail and everything in between. Not only is Luis always willing to help out, but he does so with a positive attitude and smile." libarra@idgcsmb.com

## New employees

Kraus

PETER SHORT

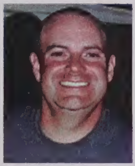
New at **IDC Framingham** is Senior Research Analyst **Bob Kraus**. He was most recently a consultant for VCE ; prior to that he was a VP of custom research at VDC Research, focused on embedded systems, industrial automation and mobile devices. He earned a B.S. in mathematics from the University of Vermont and an M.S. in statistics from the University of Rhode Island. In his free time he enjoys wooden boat building and photography. bkraus@idc.com


Sorensen

**IDC** has hired **Bob Sorensen** as research VP, High Performance Computing Research Group. He was previously a senior strategic technology and policy analyst with the CIA's Economic Security Center. He earned a B.S. in electrical engineering from the University of Rochester (N.Y.) and an M.S. in computer science from George Washington University in Washington, D.C. He enjoys hiking in Shenandoah National Park and is "a staunch and highly vocal supporter of the Oxford comma in all written publications." bsorensen@idc.com

Hayward

**Mark Hayward** joins **IDG U.K.** as Senior Account Manager, IDG Audience Services. He was previously with the Orange Advertising Network as senior manger, Global Sales. A graduate of Sussex University with a B.A. in economic history, he is a "keen golfer" and enjoys spending time with his four- and one-year-old sons. mark_hayward@idg.co.uk


Rosenberg

Previously an independent political consultant, **Matt Rosenberg** joins **IDG TechNetwork**'s San Francisco office as an account director. He holds a B.A. in political science from Fordham University in New York City and enjoys hiking, camping, wineries and soccer. His dog Sirius recently received a Good Canine Citizenship Award and is a registered therapy dog. matthew_rosenberg@idgtechnet.com

Hojlo

PETER SHORT

**IDC Framingham** has hired **Jeff Hojlo** as program director, Product Innovation Strategies. Previously a senior manager, Global Industry Marketing with Siemens, he holds a B.A. in journalism and political science from the University of Massachusetts/Amherst. In his free time he coaches youth baseball, softball and soccer and trains for and competes in triathlons. jhojlo@idc.com

Cronican

PETER SHORT

Also new at **IDC Framingham** is Inside Sales Representative **Matthew Cronican**. A graduate of the University of Massachusetts/Amherst with a B.A. in anthropology and pre-dental, he most recent worked for the University's Annual Fund as a student ambassador and raised $50,000 in one fiscal year. Away from his desk he enjoys video games and e-sports. mcronican@idc.com

Vela

PETER SHORT

Previously a continuous improvement associate with SIMS Metal Management, **Jorge Vela** joins **IDC Framingham** as a research analyst. He earned a B.A. in history and international relations from Boston University, an M.A. in political science from the University of North Carolina/Chapel Hill and a M.A. in management studies from Duke University in Durham, N.C. In his free time he enjoys running and volunteering. jvela@idc.com

## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Harry Hare** *DEMO Africa*
**Karsten Linde** *IDG Germany*
**Sherri Reardon** *CEC*
**Neal Silverman** *IDG Enterprise*
**Friedrich Stiemer** *IDG Germany*
**Evelyne Wangui** *DEMO Africa*

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# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

***35***
***Lloyd Cohen*** *IDC*

***26***
***Terri Schafer*** *IDC*

***22***
***Joe Loiselle*** *IDC*

***19***
***Gerda Tausch*** *IDG Germany*

***18***
***Lars Goransson*** *IDC Canada*
***Raymond Boggs*** *IDC*

***17***
***Amy Lind*** *IDC*

***15***
***Nancy Wyatt*** *IDC*

***14***
***Mike Hyek*** *IDC Canada*
***Matika Angkatavanich*** *IDG Global Solutions*
***Alexandra Heymowska*** *IDG Sweden*
***Jenny Elmqvist*** *IDG Sweden*

***13***
***Ai Collins*** *IDG Enterprise*
***Erik Klefbom*** *IDG Sweden*

***11***
***Federico Amprimo*** *IDC Peru*

***10***
***Kevin Robock*** *IDC*

***9***
***Monique Caron*** *Digital Solutions Group*
***Vanessa Rodrigues Garcia*** *IDC Brazil*

***8***
***Steve Yang*** *IDC Canada*
***Andrew Siozon*** *IDG Sweden*
***Shunsuke Miyoshi*** *IDC Japan*
***Michael Palma*** *IDC*

***7***
***Joe Altria*** *IDG Global Solutions*

***5***
***Letitia Austin*** *IDG U.K.*

***4***
***Piyush Ailawadi*** *Digital Media Group*
***Stefan Storm*** *IDG Sweden*
***Oscar Guzman*** *IDC Mexico*

***3***
***Joanna Jung*** *IDG Poland*
***Barbara Cambieri*** *IDC Italy*
***Mark Alexander Schulte*** *IDC Germany*
***Felix Drougge*** *IDG Sweden*
***Deena Essa*** *IDG U.K.*
***Michelle Perry*** *IDG U.K.*

***2***
***Matt O'Connell*** *IDG Strategic Marketing Services*
***Christine Hostetler*** *IDG Enterprise*
***Carolin Beck*** *IDG Germany*
***Daniyar Mustafinov*** *IDC Kazakhstan*
***Barbara Costello*** *IDC*

***1***
***Kellen Hill*** *IDG TechNetwork*
***Martin Unger*** *IDG Germany*
***Sofia Häljeryd*** *IDG Sweden*
***Lorena Herrera*** *IDC Mexico*
***Nick Oleskiw*** *IDG U.K.*

## Bagels bring in the new fiscal year

MICHELLE CHASE

*IDG Corporate Credit Manager **Amy Hanania** hosted an annual "Happy New Fiscal Year" bagel breakfast on Oct. 1 as a thank-you to the Corporate Services Group staff in Framingham, Mass., following the end of hectic fourth quarter. Among the employees enjoying the treats were (l-r): Accounts Payable Processor **Diane Bobbitt**, Accounting Department; Product and Process Manager **Mike Malone**, Technical Services Group; Accounting Assistant **Lorraine Rivell**, Accounting Department.; and Bookkeeper **Hilary Smith**, Accounting Department.*

## DEMO Africa

*continued from page 3*

terprises increase their bottom line revenue by offering an online marketplace where they can sell their products online without incurring the costs associated with website development and marketing. SpacePointe will also help with distribution and setup of mobile point-of-sale devices.

Event organizers offered a pre-event boot camp to help the demonstrating companies sharpen their presentations.

"Nothing appeals to an investor or an interested partner more than a start-up's ability to articulate a message," Wangui said. "The boot camp also allows them to share with and learn from their peers." The boot camp was led by Susan Amat, CEO and founder of VentureHive, a U.S.-based entrepreneurial acceleration and education company.

*DEMO Africa Executive Producer and publisher of IDG licensee CIO East Africa **Harry Hare** has been an IDG partner since 2007.*

The lead sponsor for DEMO Africa was Nigeria's National Information Technology Development Agency. Others included platinum sponsor Microsoft, the U.S. Department of State, Evernote, SWELL, Airtel, Bank of Industry, Nigeria Interbank Settlement System, Accenture, MTN, Oasis Management Company and the Tony Elumelu Foundation.

DEMO Africa Executive Producer and publisher of IDG licensee CIO East Africa **Harry Hare** commended event participants for their enthusiasm in finding much-needed IT solutions for Africa. "It is inspiring to see that more attention is being accorded the pursuit of solutions to problems that are uniquely African," he said. "The continent has one of the most diverse and talented pool of young people, and finally we are seeing a real intent by authorities to utilize the massive power within these brains to bring positive change, especially through technology."

"It was a thrill to see how DEMO is playing such an important role in unifying the start-up ecosystem in Africa," said **Neal Silverman**, DEMO senior vice president. "DEMO has clearly established itself as the premier pan-African launch platform on the continent. Nigeria is the fastest growing economy in Africa, and the public and private sectors are squarely behind seeing start-ups play a roll in this growth."

For more information contact Evelyne Wangui. ■

*Job Spotlight*

# On the job: Enterprise Client Relationship Manager

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name** Sherri Reardon

**Title** Enterprise Client Relationship Manager, CIO Executive Council (CEC)

**What a client relationship manager does** My primary responsibility is to identify any gaps or vulnerabilities in the expectations of our clients, plus help them develop strong and business-savvy teams. My role is also to be a conduit into the global CEC community in order to offer a relevant and customized experience of value delivery that impacts their agenda. It's my responsibility to stay very close to the initiatives of each of my clients and the goals they have set forth for their teams. I am seen as a trusted advisor and go-to resource for decision validation, risk mitigation, leadership development resource as well as PR and communications.

**The services I deliver and who my primary customers are** Our mission is simple: to facilitate robust interactions among our global leaders in order to bring measurable value to their organizations and support their professional development. The CEC is an unbiased safe haven for IT executives seeking to advance the profession, develop their leaders, showcase their success and make better, more informed decisions. The CEC provides each member a highly individualized experience that draws upon a wealth of resources including peer-to-peer interactions, a deep industry knowledge base, professional development programs, communities of practice and media/public relations opportunities.

**Key skills required to do my job** Organization, a passion for customer service, the dedication to find the right value drivers to meet client needs and collaborating with CEC team members. Each client has areas of exposure and vulnerabilities that are unique, so adaptability and problem-solving skills are essential. Most importantly, I have found that the skills of forging relationships and building trust create the largest impact in the role.

**A typical day** One of the best aspects of my role within the CEC is that no day is typical. Each day is dependent on the decisions I've made relative to client engagements, immediate client and internal stakeholder needs and the priorities set forth through our mission. Although a majority of my time is spent interacting with my clients, it is a fluid process of unique circumstances that shape each day.

JOE MOLA

*CIO Executive Council Enterprise Client Relationship Manager **Sherri Reardon** joined IDG in 2010.*

**Best part of my job** By far, it's the relationship-building aspect. Every day I speak with amazing people who hold immense responsibilities within their IT organizations. Having the opportunity to become a trusted advisor and, in some cases, a friend allows me to be a part of a bigger world and impact lives and careers.

**Most challenging part of my job** In a time of "disrupt or be disrupted," there are many changes happening for not only the organizations I deliver our services to but for IDG as well. In order to stay relevant in the ever-morphing and advancing digital space, realignments and reorganizations are now a daily occurrence. The challenge that is most present in my role at this time is to stay ahead of the impactful shifts both internally and externally. In order to continuously build on trust with a client and exceed their expectations, it is essential to have a sense of urgency in response to their needs. It is a test of agility, adaptability and creative problem solving.

**What my colleagues would be surprised to learn about me** I was a marine biologist specializing in commercial fisheries. My previous career involved me being out to sea on commercial fishing vessels ranging from lobster boats to large offshore draggers for sometimes weeks at a time. Whereas now I dress in business attire, I previously spent my days in waterproof jackets and boots while sorting through hundreds of species of sea life brought on deck. As a marine biologist I have had several life-threatening experiences in heavy seas with disabled vessels, several severe physical injuries and have taken part in a few rescues at sea. ■

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 9*

## Business units take steps to ensure GPLM content makes it home

*IDG Netherlands, IDG Sweden have knowledge-sharing plans in place to bring back ideas from the Global Product Line Meeting in Boston.*

**SEE MORE ON PAGE 5**

## Also inside

One on One: Computerworld Editor-in-chief Scot Finnie

IDC China social media push boosts media mentions

First IDC Adriatics EXPO targets region's CIOs

MacWorld Sweden augments iPhone 6 coverage with live video broadcast

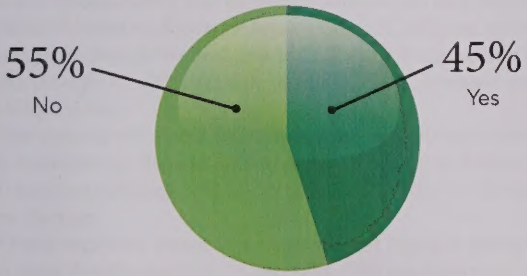
Unsung hero: IDG SMS's Mo Barrett

*Introducing the winners of the 2015 IDG Photo Calendar Contest, as selected by employees worldwide.*

**SEE MORE ON PAGE 8**

## Question of the week results

Would Apple's botched iOS 8.0.1 update have happened if Steve Jobs were still running the company?

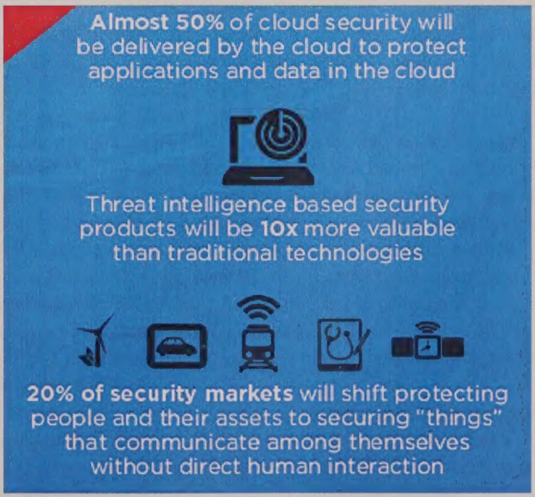


**Log on to www.idgcentral.com to vote on this week's question:**

Should Facebook abandon its policy of requiring users to use their real names?

CLICK HERE

## Security solutions will be a $50 billion market worldwide by 2020



**Almost 50%** of cloud security will be delivered by the cloud to protect applications and data in the cloud

Threat intelligence based security products will be **10x** more valuable than traditional technologies

**20% of security markets** will shift protecting people and their assets to securing "things" that communicate among themselves without direct human interaction

*Source: IDC. Click here to see the full infographic.*

# IDC China's video, social media push prior to Apple announcement boosts IDC press coverage

*IDC China Managing Director **Kitty Fok** said in China, large screen (5 to 7 inches) smartphones accounted for more than 20% of total smartphones in 2013, a number that is expected to grow rapidly.*

IDC China has been making a concerted effort over the last couple of months to leverage social media to reach its target audience and promote its thought leadership. On Sept. 5, intent on capitalizing on the excitement around Apple's Sept. 9 new product announcement, IDC China produced a five-minute video featuring Managing Director **Kitty Fok** sharing her views about big-screen smartphones.

The video was posted on WeChat in China (a messaging and communications tool that functions as a combination of Facebook, WhatsApp and more) as well as LinkedIn, YouTube and Twitter outside of China. The universal appeal of the topic and the well-calculated timing brought immediate results.

"Since the release of the video on Sept. 5, domestic and foreign media have contacted us not only for insights on smartphone-related topics, including the iPhone 6 and Chinese smartphone manufacturers' performance in the global market but also on other topics such as the launch of Microsoft Xbox, Internet security market landscape in China and Alibaba's IPO and its implications for the overall market," said Senior Marketing Manager **Jessica Qiao**. "CNBC has approached us much more frequently, and one of CCTV's correspondents told me that she thought of IDC first while searching for ICT-related insights since Kitty's video."

The video also helped IDC outpace its competitors in terms of media mentions on the web and in print, according to Factiva, pulling in 570 mentions through Oct. 2, compared with 335 for Canalys and 248 for Gartner.

"Press exposure ahead of a major market incident clearly helped us get more media attention," Qiao said. "We are trying our best to bring ourselves firmly onto the 3rd Platform with mobility and social networking. We are doing what we are advocating for our clients, and it's really paid off."

As another example, a WeChat post regarding the IDC China Financial Insights CIO Summit and Award Ceremony in Beijing on July 25 drew 35,000 unique pageviews.

Write to Jessica Qiao. ■

# First IDC Adriatics EXPO provides regional insights and venue for knowledge sharing, cooperation

IDC Adriatics EXPO 2014
September 10-12, 2014

***Staff from IDC Adriatics collaborated on the first EXPO event. IDC offices in the region are located in Croatia and Serbia.***

More than 100 CIOs and senior IT decision makers from leading companies in the Adriatics region attended the Sept. 10-12 IDC Adriatics EXPO the first regional-specific conference organized by IDC for this market. The conference took place in Opatija, Croatia, situated on the Adriatic coast.

Attendees had the opportunity to discuss the changing role of the CIO and to explore the various challenges posed by new technologies to the IT organization and business. Much of the discussion focused on business transformation and managing the transition to the 3rd Platform, i.e. understanding the impact of newer technologies like mobile computing, social networks, cloud, big data and security on IT and business.

"The 3rd Platform for innovation and growth will impact how we do business, how we engage with customers and how we deliver services," said **Steven Frantzen**, IDC SVP EMEA Region and managing director, CEMA region, during the opening session. "This change requires a far more proactive approach from IT leaders in delivering the necessary value to their organizations."

The conference included many networking opportunities through VIP lunches and specially designed one-on-one meetings.

"IDC Adriatics EXPO proved to be the right place to be, as it gathered key executives from the region, providing an excellent blend of insights into new technologies and networking opportunities," said Danijel Bačelić, head of the Enterprise Business Division for Samsung Electronics Adriatics. "It's important to hold such regional events to strengthen cooperation, knowledge sharing and fulfilling the potential of the regional market. We are looking forward to next year's EXPO."

The new EXPO format for sub-regional markets joins the growing family of IDC regional C-level events in Central and Eastern Europe. Other annual CIO summits in the region take place in Vienna, Austria; Almaty, Kazakhstan; and St. Petersburg, Russia.

Write to Ana Papez. ■

# OneonOne

## Scot Finnie

## *Computerworld*

***The editor-in-chief of Computerworld is this week's columnist. He can be reached at at sfinnie@computerworld.com.***

"Apollo is a modern CMS with many convenience features and functionality that we didn't have before. When you push a story live, it's on your site almost instantaneously. Preview windows open in only a few seconds. The headline slotting tools let editors reorder headlines with drag and drop. Our editors say Apollo allows them to do more work in less time."

**Q How is the new site structure and redesign of the Computerworld website performing?**

A The initial performance has been outstanding. In September, Computerworld.com's page views were up 26% year over year and 38% over August. Also in September, 5.2 million unique visitors flocked to the website. That's more than 50% higher than the uniques for either last September or August. In fact, it was apparent from the first day (August 26) that nearly all of Computerworld's key performance indicators were on the rise, many of them considerably. Search-engine referrals have more than doubled, for example. The average page-views-per-business-day has gone from 239K in August to 392K in September.

We have no guarantee that these numbers will hold. In fact, it's not unusual for the performance of newly re-launched websites to be volatile over the first few months. But we're very happy with this outcome. I'd like to point out that project managers, developers, designers, producers and editors from DSG/ESG, Computerworld and IDG Enterprise worked together at full tilt to deliver a beautiful, vastly improved and successful Computerworld website.

One of the many improvements of the new Computerworld site is evident on the home page. We created two separate and prominent streams of headlines where previously there was one. This is important because our many articles about IT trends, careers and technologies have long shelf lives. But Computerworld is also a news site, and news stories have very short shelf lives, and tend to quickly roll off the home page. Separating these two types of stories into their own headline streams allows us to both showcase our in-depth coverage at a slower pace while providing a dedicated area for faster-moving news stories. Add in the large carousel tiles at the top, and the Computerworld homepage has come alive.

**Q What impact has the move to Apollo (the new CMS) had on your editorial flow?**

A Apollo is a modern CMS with many convenience features and functionality that we didn't have before. Its performance is also much better than our previous system. When you push a story live, it's on your site almost instantaneously. Preview windows open in only a few seconds. The headline slotting tools let editors reorder headlines with drag and drop. The visual editing tool works properly. Our editors say Apollo allows them to do more work in less time. Computerworld uses a fairly free-form editorial workflow. There is an accepted process and everyone follows it; we don't need Apollo to step us through a series of tasks. So our workflow is exactly the same as it was under our previous CMS, and we like it that way. The one change to our workflow is that the team feels that the user interface is good enough that staff writers and perhaps even regular freelancers may be able to file their stories directly into the CMS. That won't become a mandatory process, but it is more efficient and stories may get posted quicker as a result.

**Q Has Apollo offered collaborative opportunities with the IDG News Service?**

A It's possible that once IDGNS is on Apollo we could work more collaboratively than we can today. Computerworld, and I believe all involved, would welcome any such capabilities.

The built-in functionality that lets editors put images in almost every story is a key benefit of Apollo. It may be one of the reasons why our site performance is improving. One way the IDG News Service is helping enormously is by gathering images for all their stories. Unfortunately, the technology doesn't currently allow us to get that art automatically with the stories. It's a separate process that involves searching the internal News Service website. Hopefully this will be resolved when we're all on the same platform.

**Q After the print version of Computerworld stopped being published, you launched a monthly digital magazine. How is it doing?**

A The Computerworld Digital Magazine (CDM) is a monthly, wide-aspect ratio PDF whose content closely approximates the editorial in our retired print magazine. It is managed by Computerworld Executive Editor **Ellen Fanning** and is designed, produced, mailed and hosted entirely in-house using software we already had (Adobe Creative Suite 5). Think of the content as being dual-purposed instead of repurposed. It all appears both on the website and in the PDF.

The chief advantage of the digital magazine to the reader is that it's a collection you view with a single click of a link in the digital magazine notification newsletter or on a CDM edition

*continued on page 7*

# MacWorld Sweden stays close to readers with live video broadcasts of Apple product debuts

MacWorld Sweden staff took their traditionally thorough coverage of Apple announcements to a new level last month by offering two hours of live, sponsored video broadcasts before and after Apple's Sept. 9 announcement of the iPhone 6 models and Apple Watch, in addition to their regular online blog coverage during the proceedings in Cupertino, Calif. The video broadcasts appeared on the MacWorld Sweden site and are archived on the new tv.IDG.se site that aggregates all IDG Sweden video content. The broadcasts were such a success that IDG Sweden plans to hold them for other major industry events.

"Normally, we would only do the online chat using the CoveritLive live-event publishing platform," said IDG Sweden Online Director **Carl Grape**, "but by adding the live video broadcasts we could extend the event by two hours."

MacWorld Online Editor **Joel Westerholm** said MacWorld has offered live blog coverage of Apple events for eight years. "It's always served two purposes," he said. "One is to cover what's happening at the event. We give our readers news minute by minute and share any info we have. But the other purpose has always been to socialize with our readers." Westerholm said that with CoveritLive as its live blog tool, which it began using four years ago, readers can comment in the same live feed, asking questions, sharing their thoughts and "making the whole thing feel like something we do together. This contrasts with our daily coverage in the form of articles and video where we mostly talk to a large and anonymous mass of visitors." He said that during the iPhone 6 announcement they received several thousand comments "so we had to moderate it and allow only a reasonable amount of comments to be published."

> "Despite the late hour here we saw an increase in viewers during the post-event broadcast." The video stream had over 36,600 live views, the CoveritLive chat had 50,470 clicks, 2,500 reader comments, and 4,500 people read the CoveritLive chat after the event was over."
>
> *Carl Grape*

Westerholm said the live blog format has been very good for MacWorld since Apple started to live stream the event itself. "Even if most of our visitors have the live video from the event on their screen they still check in with our live blog to see what we and other readers think and make their own voices heard."

*MacWorld Sweden's broadcast team consisted of (L-R):* ***Anna Müller****, MacWorld Sweden editor-in-chief; Kjell Eriksson, Swedish TV celebrity and MacWorld contributor;* ***Joel Westerholm****, MacWorld online editor; and freelance writer Erik Costoulas.*

At 6:00 p.m. Stockholm time, online viewers tuned in to the first MacWorld Live studio broadcast from IDG Sweden: a panel of four Apple experts discussing the latest announcement rumors, what to expect and taking questions from visitors. "At 7:00 when Apple's event began, the panel members sprinted from the MacWorld Live studio to their desks, as visitors logged in to MacWorld Sweden's CoveritLive chat, where the editorial team posted live updates and comments," Grape said. Around 9:00 visitors could return to the MacWorld Live video broadcast where the panelists summarized the events, discussed product details and took further questions from visitors.

Grape noted that Apple provides its own live feed of its major events, "but our visitors still prefer the MacWorld Live chat — especially when Apple's feed keeps crashing, which is not uncommon."

"Despite the late hour here," Grape said, "we saw an increase in viewers during the post-event broadcast." According to Westerholm, the video stream had over 36,600 live views, the CoveritLive chat had 50,470 clicks, 2,500

*continued on page 7*

# Business units take steps to ensure GPLM content makes it home

## *Live blogging, assigned breakouts, post-event meetings among ways attendees share with colleagues*

With the IDG Global Product Line Meeting just a week away, IDG World Update contacted managers at two business units that currently have a formal process in place to ensure that content from the GPLM gets widely disseminated to all employees and actions are taken after the meeting. For both IDG Netherlands and IDG Sweden the process begins well before the meeting.

At IDG Sweden, "we always try to send a group that represents various skill sets and departments," noted **Lottis Bergson**, publisher, IDG.se. The Swedish GPLM team also gets together before the meeting to go over the agenda and ensure that at least one person will attend each breakout session. "We also go through the attendee list in order to identify people we would like to speak to one-on-one during a meal or a coffee break, and we each contact the relevant colleagues and establish a connection before leaving Sweden." This year, Bergson said the group also plans to set up a live blog/chat, using CoveritLive. "The chat window will be displayed on an internal web page so our colleagues at home can follow our comments, join the discussions and ask questions," she explained. All of IDG Sweden's attendees will be able to log in as contributors from web and/or mobile devices.

Approximately one week after the GPLM the entire company will be invited to attend an hour-long briefing during which each person who attended the GPLM will share information, best practices and ideas gleaned at the meeting. "Sometimes this takes the form of overall strategies used by other business units or smaller great ideas that we want to try out in Sweden," she said.

Bergson said that over the years, IDG Sweden has garnered a great number of ideas from the GPLM. "Most recently, we learned from U.S. Macworld's experience in converting subscribers from print to online, which was useful as we ceased publishing the paper editions of MacWorld Sweden and M3 magazines. Also we were inspired by the program IDG Australia's GoodGearGuide developed for Fujitsu, which was presented during last year's Great Ideas session, and ended up doing a similar program for Sony."

IDG Netherlands typically sends six employees to the meeting, three from the enterprise media business and three from consumer media, said Managing Director **Robert van Loon**. "Before we go to the GPLM, each publisher sits down with the team and discusses the breakout sessions to determine whether there are specific points or issues that we should raise or be aware of. We make sure that there is at least one person at every breakout session and that person is responsible for making sure those issues/points are raised."

Staff members take notes and photos and within two weeks after the GPLM both the B2B and consumer teams holds a half- to full-day off-site meeting to discuss lessons learned at the GPLM and share plans for the new fiscal year.

*Twelve colleagues from IDG Sweden will attend the Global Product Line Meeting. They include (standing, l-r): **Anders Engström, Jesper Landén, Carl Grape** and **Lottis Bergson**. Sitting, l-r: **Christofer Björkvall, Andreas Ivarsson, Ulrika Halvarsson** and **Henric Jogin**. Also going to Boston: **Christer Björkin, Joakim Allwin, Joacim Carlsson** and **Angelica Lundin**.*

"We also broadcast the videos of the general sessions on a large computer screen in our lobby," van Loon said.

"The expectation has always been that employees would take great ideas back from the GPLM and implement them at their business units, when appropriate," said **Laurie Butson**, IDG senior director, Learning & Development and HR, and co-chair of the GPLM planning committee. "We're simply doing a few things to help everyone formalize that process and hold themselves accountable even more this year."

GPLM speakers will be providing key actions for participants to consider. Attendees will be asked to develop ideas for actions throughout the meeting and will be asked to share those actions with colleagues and managers during and after the meeting, Butson explained. In addition, all business units will be responsible for sharing a brief, informal summary of actions with IDG Communications Worldwide CEO **Michael Friedenberg** and the GPLM planning team after the meeting.

"The goal of this summary is simply to help hold groups accountable for taking action and to help further distribute those actions. With more sharing of information on what actions people are considering and taking as a result of GPLM, we can follow up on those items throughout the year, offering support when possible, and then also looking for ways to continue the learning and sharing beyond the October meeting," Butson said. ■

# noteworthypeople

## Promotions

Rosoff

CITEworld Editorial Director **Matt Rosoff** has been promoted to the newly created **IDG Enterprise** role of executive director, Editorial Development, responsible for leading a number of important growth initiatives for the group. According to **John Gallant**, chief content officer, IDG U.S. Media, these include the following: the IDG Contributor Network, which provides a platform for a wide variety of experts to share their expertise and passion about technology topics and issue; IDG Answers, which will expand beyond its home at ITworld.com to become a broader service for readers of all IDGE brands and be branded as the Reader-Powered Help Desk; Insider, for which Rosoff will coordinate with the editors-in-chief to produce editorial deliverables; Video, working with IDGE Multimedia Editor **Keith Shaw** in developing new video programming for IDG brands; and new site launches, on which Rosoff will work with Gallant on developing strategies for site launches that capture opportunities around new audiences and technologies.

"In his tenure at CITEworld, Matt has brought together a great network of contributors, hired a terrific staff writer and grown traffic to a half million page views monthly," Gallant said. "Matt came to us from Business Insider where he worked to develop BI's paid research offering and previously served as West Coast Editor, where he launched BI's west coast bureau and coverage of enterprise IT." mrosoff@citeworld.com

Muse

JOE MOLA

CIO Executive Editor **Dan Muse** has been promoted to editor-in-chief of **CIO.com**. "Dan joined the site in late 2011 and as executive editor has been a major contributor to the growth in traffic and the strong pace of Insider registrations on CIO.com," Gallant said. "He's been integrally involved in building an outstanding team of staff members and bringing a great network of external contributors to the site. Dan also played a big role in the beautiful redesign of CIO.com that has brought more exposure to our great content and our contributors. Dan brings to his new role a strong talent for building editorial teams, establishing a unique voice for brands and a deep understanding of the CIO market, as well as critical technology and industry trends. He's been a terrific addition to our editorial team. Dan will be undertaking a top-to-bottom review of CIO.com's operations to ensure that it is covering the most important topics and delivering content to its incredibly valuable CIO audience in the most effective way." dmuse@cio.com

Brousell

JOE MOLA

**CIO** Staff Writer **Lauren Brousell** is now senior writer. "In the four-plus years since Lauren joined us out of college as an editorial assistant, she's taken on a dizzying array of job duties, from writing and reporting to speaker management for our CIO events, program management for our CIO 100 and Hall of Fame awards programs and, most recently, video reporting and additional reporting for our Center Stage event newsletters," said **Maryfran Johnson**, editor-in-chief, CIO magazine and events. "In her last two years as a magazine staff writer, Lauren has steadily increased her contributions in print, continued to boost our social media presence and written for CIO.com whenever possible. In her new role as senior writer, she will take on even more writing and reporting for CIO and CIO.com, including additional video reporting as our IDGE video strategy rolls out in the coming months. She'll continue managing our awards programs and will work with me on additional agenda-building and CIO-recruiting activities for the CIO Perspectives and CIO 100 events." lbrousell@cio.com

Galvagni

**IDG Enterprise** Associate Human Resources Generalist **Gina Galvagni** has been promoted to HR generalist for U.S. Media. "Gina has been an integral part of the HR community since September 2012 when her journey with us began as an HR coordinator," said **Beth Ramistella**, SVP, Human Resources, IDG U.S. Media. "Over the past two years she has proven her ability to 'get it done' by mastering HR administration in her first year and diving into the deep end of the generalist world in year two. Gina has a solid understanding of the fundamental concepts within HR and quickly built knowledge and skills across key HR areas such as Compensation, Recruiting, Employee Relations and Management Coaching. Her good HR instincts make her a natural generalist and have allowed her to successfully build strong relationships with employees and senior leadership alike. She's become a relied upon HR business partner for all of her client groups, helping them to navigate change and keep driving the business forward." ggalvagni@idgenterprise.com

**Susie Ochs** has been promoted from senior editor of TechHive to executive editor of **Macworld**. "Susie's been here just a little bit over a year, but she's already made a huge impact, writing some of TechHive's most successful, highest-profile stories; managing staffers, freelancers and a million workflow processes; and emerging as one of our most engaging video talents," said **Jon Phillips**, editor-in-chief, PCWorld, Macworld, Greenbot and TechHive. "She now returns to the Apple beat — the coverage area she owned when she was executive editor of MaclLife magazine and Maclife.com." sochs@techhive.com

Yamshon

IDG WORLD UPDATE

**Leah Yamshon** has been promoted from assistant editor of TechHive to associate editor of **Macworld**. "In this long overdue promotion, Leah will be point person for Macworld's iOS and mobile coverage, writing bylined articles and managing/editing freelancers and columnists," Phillips said. "Leah owned the apps beat on TechHive and will continue with the same type of coverage, except focusing entirely on iOS." lyamshon@idgcsmb.com

Chacos

**PC World** Senior Writer **Brad Chacos** is now senior editor, which "reflects all the excellent work he's been doing in managing and editing freelancers; owning the morning news desk and social media updates; and developing story ideas and columns," Phillips said. "Brad will continue to write news analysis and other bylined stories, but now he has a title that reflects all his instrumental work in freelancer management and content development." bchacos@idgcsmb.com

## New employees

Greene

**IDC Framingham** has hired **Tim Greene** as research director, Hardcopy Solutions. Previously director of wide format research with InfoTrends, he holds a B.S.-B.A. in management from Boston's Northeastern University. He enjoys coaching youth sports, especially soccer and flag football, racquetball and hiking. He recently climbed Japan's Mt. Fuji, "which was quite a challenge but truly an amazing experience." tgreen@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

*continued from page 4*

## Live video broadcast

reader comments, and 4,500 people read the CoveritLive chat after the event was over.

The MacWorld Live studio panel was made up of **Anna Müller**, MacWorld Sweden editor-in-chief; Kjell Eriksson, Swedish TV celebrity and MacWorld contributor; freelance writer Erik Costoulas and Westerholm.

Finland-based computer security company F-secure sponsored the live chats and general coverage. "Their sponsorship appeared in the form of an overlay banner at the bottom of the video screen," Grape said, "which appeared at certain intervals during the broadcast. With this success in our portfolio, we see great opportunities for future revenue growth from live broadcasts."

The MacWorld Sweden site also offered free three-month subscriptions to the digital version of the magazine during the broadcast, and more than 300 viewers took advantage of the offer.

"Nothing can compare to Apple events in terms of popularity," Grape said, "but considering how much fun this was we are definitely going to try something similar with big product launches from Samsung, Microsoft, etc." He said that for future events they would try to find the time to do some more technical testing. "We had some initial hiccups during the first hour. And if we are going to try something other than Apple events, we are going to need to do a whole lot more marketing beforehand."

Click here to view the post-event broadcast. For more information contact Carl Grape. ■

## anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**26**
***Frank Gens*** *IDC*

**19**
***Robert Farish*** *IDC Russia*

**18**
***Stephanie Brockway*** *IDG Enterprise*

**17**
***Mitchell Rose*** *IDC*
***Michito Kimura*** *IDC Japan*

**16**
***Mark Anderson*** *IDG Communications*
***Kevin Dunne*** *IDC*

**15**
***Adelbert Gillen III*** *IDG*
***Sabrina Teteau*** *IDC France*

**14**
***Mikael Lindkvist*** *IDG Sweden*

**13**
***Simon Baker*** *IDC Russia*
***Keith Gaffney*** *IDC Russia*
***Karel Hellebrand*** *IDC Czech Republic*
***Jan Houska*** *IDC Czech Republic*

**12**
***Yasusuke Suzuki*** *IDC Japan*

**10**
***Mike Bucken*** *IDG Enterprise*
***Robert Parker*** *IDC*

**9**
***Eric Newmark*** *IDC*
***Michael Neil*** *IDG Global Solutions*
***Nick Sundby*** *IDC U.K.*

**8**
***Ebenezer Obeng-Nyarkoh*** *IDC*

**7**
***Kaoru Fukuda*** *IDC Japan*
***Andreas Udo de Haes*** *IDG Netherlands*
***Maria Maydell*** *IDG Global Solutions*
***Nuria Hinojal*** *IDC Spain*

**6**
***Nicole Catatao*** *IDG Connect*
***Stephanie Crossland*** *IDG Enterprise*
***Gabor Balicza*** *IDC Hungary*
***Esther Hurtado*** *IDC Spain*
***Todd Shaw*** *IDC Czech Republic*

**5**
***Vera Hilbrink*** *IDG Netherlands*
***Melanie Koch*** *IDG Germany*

**4**
***Piyush Ailawadi*** *Digital Services Group*
***Kumaran Ramanathan*** *IDG Global Solutions*
***John Sundström*** *IDG Sweden*
***Isabel Montero*** *IDC Spain*

**3**
***Shay Malagisi*** *IDG World Expo*

**2**
***Ryan Ayalde*** *IDG Enterprise*
***Anthony Elworthy*** *IDC*
***Nino Giguashvili*** *IDC Czech Republic*
***Sule Saltik*** *IDC Turkey*

**1**
***Amy Peterson*** *IDG Enterprise*
***Lee Malcolm*** *IDG U.K.*
***Ina Malatinska*** *IDC Czech Republic*
***Colin McCallum*** *IDC U.K.*
***Sachin Thakor*** *IDC U.K.*

*continued from page 3*

## One on One

Insider page. Whether you sign up for the newsletter or download a single issue, we collect Insider-level registration demographics.

Another advantage is that readers are able to print the CDM locally and read it that way. One reader wrote to thank us for that capability, saying the only time she had to read Computerworld was while she was using an exercise machine, and paper made that possible.

When viewed in a properly configured PDF reader, the Computerworld Digital Magazine is optimized for the tablet and notebook experiences. You can scroll up and down, page by page, or swipe left to right — making navigation vastly better than that of the digital edition we paid to have produced during the print timeframe. Some of the stories contained in each edition of the CDM require Insider registration when posted on the website. Others are posted openly on the web. This lets us double dip on Insider promotion.

One of the added benefits of the Computerworld Digital Magazine is that it gives us a way to keep the print subscription list alive. The CDM is mailed each month to the print subscription list as well as anyone who signs up for the notification newsletter.

**Q How do you increase sign-ups to the Insider program?**

**A** I've let slip some of the techniques we're using in the previous section, but we do have an overall strategy that seems to be working. It's an offshoot of our longtail strategy for web page views. We brainstorm story ideas for in-depth feature topics that sit at the intersection between "self selects to IT professionals, preferably senior IT leaders" and "story I just have to read right now." The main way we make the content compelling is to go in depth with a set of comprehensive information that becomes one-stop shopping on a specific common problem. It could be the latest technical problem that IT pros are waking up to find their companies are facing. It could be something like "step-by-step: how to boost your IT career." We've had excellent luck with our "cheat sheet" series on how to get the best out of specific Office applications. IT certification has been another hot topic for us. The strategy boils down to this: Don't just randomly gate some stories each month; purpose-build some stories with long shelf lives that will strongly appeal exclusively to our target readers. It's easier said than done, but when you do it well a single story can generate hundreds and hundreds of registrations. ■

# And the winners are...

Here are the 12 photographs that will appear in the 2015 IDG Employee Photo Calendar. Congratulations to the winners and thanks to all who entered and voted. Calendars will be distributed to all business units and licensees in December.

***First place***

**Quang-Tue Nguyen**, IDC Canada
*Aurora Borealis*

***Second place***

**Donald Jin**, IDC
*Golden Gate at Dusk*

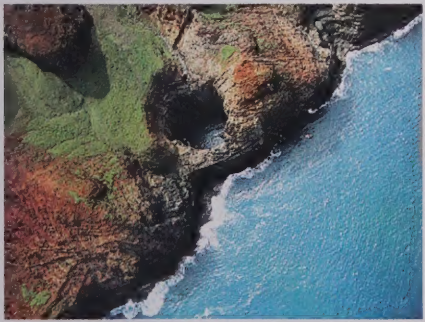
***Third place***

**Konstantinos Tolikas**, IDC CEMA
*Croatian Sunset*

**Tom Heim**, IDC
*Sunrise at the Racetrack, Death Valley*

**Julia Kingsbury**, IDG U.K.
*African Elephant, Botswana*

**Matthew Mikaelian**, IDG Global Solutions
*An Evening Paddle*



**Michael Latchford**, IDG Enterprise
*Kauai*

**Gary Nagle**, IDC
*Marsh Melt*

**Gina Galvagni**, IDG Human Resources
*Jamaica Swing*

**Martin Faltstrom**, IDG Sweden
*Lonndorrspasset*

**Kenneth Liew**,
IDC Asia Pacific
*Vroom, Vroom*

**Krzysztof Pielesiek**,IDG Poland
*Leap*

# unsunghero

## Morris Barrett

*Senior Director, Program Management*

*IDG Strategic Marketing Services*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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**Lottis Bergson** *IDG Sweden*
**Kitty Fok** *IDC China*
**Carl Grape** *IDG Sweden*
**Robert van Loon** *IDG Netherlands*
**Ana Papez** *IDC Adriatics*
**Jessica Qiao** *IDC China*
**Karen Wilde** *IDG Strategic Marketing Services*

*IDG Strategic Marketing Services VP, Product and Process Management* ***Karen Wilde*** *named Senior Director, Program Management* ***Morris Barrett*** *her team's Unsung Hero. "Mo, as we like to call him, is dedicated, diligent and, in his role as head of our Integrated Solutions Management team, has successfully delivered top-notch program management on well over a hundred programs during his tenure at IDG. Mo is the guy everyone turns to when something needs to be done right, which means he works very hard and very long hours and deserves our thanks and praise."*

**Home** Brooklyn, N.Y.

**IDG career path** I joined IDG in 2006 as a senior program manager, shared between CXO Media and IDG Corporate Sales. [SMS Senior Vice President] **Charles Lee** pulled me in for what became Strategic Marketing Services.

**Primary job responsibilities** I manage a team of five program managers, and together we comprise the Integrated Solutions Management team. We are typically managing large, innovative programs developed by [Vice President, Worldwide Stratgeic Marketing Services] **Jeremy Rueb**'s program architecture team. We have also managed programs for IDG Global Solutions. A few examples of these are the Cisco InnovateThink program, Hewlett-Packard Enterprise CIO Forum, HP BVEX and Intel IT Center Connect.

**Three things I do in a day's work**
- I harass IDG colleagues for deliverables. For example, editors for white papers, account service representatives for lead generation reports, designers for ad designs, etc.
- I chair weekly program-status calls.
- I work with IDG colleagues on departmental practices. Recently, we've been evaluating online project management tools.

**What I love most about my job** The broad exposure to IDGers across the globe.

**A hot-button issue that I'm dealing with** Audience targeting and reporting is an increasingly challenging and important area. Our clients want more granular audience data, and they want it faster. Our programs are increasingly complicated and challenging to execute.

*IDG SMS Senior Director* ***Morris Barrett*** *joined IDG in 2006.*

**Latest accomplishment** Intel IT Center Connect is an events, content marketing and lead generation program, and I'm serving as global program manager. The program is executing in the U.K., France, Italy, Spain, the Netherlands, Poland, Russia, Germany, South Africa and Turkey. The global IDG team is in the U.K., the global Intel client is in Munich, Germany, and we liaise with the local IDG country teams and some local Intel clients, too.

**What I'm doing to be a better employee** I've recently taken a course in project management. It's never too late to learn!

**Interests outside the office** I play violin in the Brooklyn Symphony Orchestra.

**What others can't tell just by looking at me** |

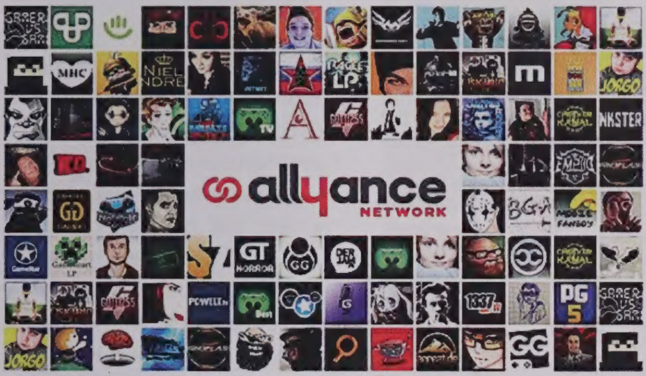
*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

# IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION
22 SEPTEMBER 2014 | VOLUME 44, NUMBER 37 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

## IDG Entertainment rebrands YouTube networks under Allyance umbrella



*Allyance houses several IDG Entertainment networks including GameStar, High5 and Ninotaku. The Allyance team plans to offer enhanced partner services.*

**SEE MORE ON PAGE 4**

## Also inside

IDG Vietnam produces annual finance conference

One on One: IDG World Expo's Suzanne Levecque

Computer!Totaal's new lineup of reader bloggers includes pre-teen techie

*On the Job: Pradeep Kumar, senior knowledge editor at IDC's Center for Consultancy and Research*

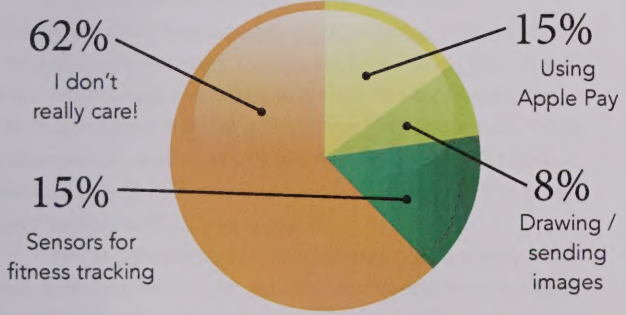
**SEE MORE ON PAGE 6**

*Unsung Hero: Webmaster Ursula Bazo at CIO Peru is this week's nominee.*

**SEE MORE ON PAGE 8**

## Question of the week results

What do you think is the coolest feature of the Apple Watch?



**Log on to www.idgcentral.com to vote on this week's question:**

How long would you stand in line to be among the first to purchase a new smartphone?

CLICK HERE

## Let the voting begin!

More than a dozen colleagues at IDG International Publishing Services in Boston winnowed down the field of entries in the 2015 IDG Employee Photo Calendar contest to the top 40. And now it's your turn to weigh in.

Head to the home page of IDG Central and click on the link that will take you to a slideshow of the 40 finalists. You may vote for up to 12 of your favorites. The three photos garnering the most votes will win first-, second- and third-place cash prizes of $300, $200 and $150, respectively. Voting will be open beginning today through Friday, Oct. 3.

If you need a user name and password for IDG Central, go to www.idgcentral.com and click the link to request them.

A sampling of the top 40...

# Computer!Totaal's lineup of new reader bloggers includes pre-teen techie

In an effort to include more user-generated content in Computer!Totaal, IDG Netherlands invited readers to apply to become part of a new group of bloggers. Out of the 50 or so serious replies, one in particular stood out — 12-year-old Kwint Jongerius — who's now the youngest member of the blogging team.

***Twelve-year-old Kwint Jongerius is among Computer!Totaal's new bloggers.***

While Computer!Totaal tried blogger recruitment via Twitter, Facebook and its newsletters, it was an ad in print that caught Jongerius' eye. "I read about the call-up for techbloggers in one of the Computer!Totaal magazines. I thought it would be super fun, so I mailed the editors, and now I'm blogging," he said.

"Kwint's writing was quite coherent, and he proposed a good topic. Raspberry Pi [a credit-card-size computer that plugs into a TV and keyboard] is quite popular with our readers," said Editor-in-chief **Jeroen de Jager**. "And we thought it would be cool to give a 12-year-old a chance at a major tech podium." The consumer site includes detailed information on computers, phones and gadgets; how-to's and reviews, with a focus on providing solutions and ease-of-use tips.

Jongerius is saving up to buy a Raspberry Pi and interviewed his uncle, who has one, about its usability and features.

Jongerius is one of about 15 bloggers that Computer!Totaal has brought on board beginning in May. While they are not paid, Computer!Totaal helps them hone their writing skills and works with them on topic selection. "Both can sometimes be a challenge," de Jager said. "They are amateurs, and most of them had never blogged before. We had to edit Kwint's a bit more than some, but the bloggers' writing skills vary very much."

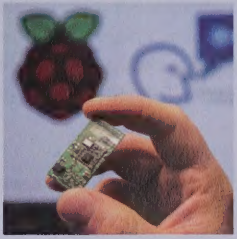
The bloggers are not under contract nor are they held to a specific schedule for posting, and they can write about any subject within the publication's scope. "We've found that pressuring our bloggers doesn't work," de Jager said. "Being enthusiastic and encouraging helps them more."

For more than a year sister publication Zoom.nl has been able to recruit readers who have become very good bloggers, de Jager said, and his staff hopes for similar results. "Our goal is to increase reader/visitor involvement, find new testers and in the process maybe recruit some new freelancers."

Asked what he thinks is the most interesting tech development lately, Jongerius said he would vote for wearables like Google Glass or Oculus Rift. "They make things possible that normally could not be done easily, like first-person filming," he said. "I also like the many things you can do with a computer. They are becoming smaller and smaller, and connecting them keeps getting easier."

Write to Jeroen de Jager. Also, read how IDG U.K. has featured young reviewers for products in the children's technology sector. ■

## An excerpt from Kwint Jongerius' blog



"If you see the Raspberry Pi for the first time you would never think that you could do so much with it. The Raspberry Pi is super cheap. Model B can be found on the Internet for 31 euros [US$40]. I've found Model B + for 33 euros [$42]. But then you only have the computer. You still need an SD card, an HDMI cable, Internet cable/Wi-Fi dongle, keyboard, mouse and power supply control. Your total cost would be around 70 euros [$90], depending on what you want to do.

After you buy the Raspberry Pi, you need to install an operating system. There are a lot of operating systems to choose from. When you start, it's best to take a look on the Raspberry Pi website and click on the Noob link. There you can find different tutorials and articles."

## Considerations for reader bloggers

Computer!Totaal Editor-in-chief **Jeroen de Jager** offered this advice for business units looking to add bloggers for the first time:

Take your time and be prepared to invest a lot of time for improving bloggers' writing skills.

Communicate extensively on ideas for blogs and what audience they are blogging for.

Your success rate will be much higher if you have a publication with a narrow focus ,which is therefore more likely to generate a sense of personal engagement among readers by appealing to their hobbies/interests. That increases the chance of finding people who get very excited about products, news and services around that topic, and those people tend to be the best bloggers.

# OneonOne

## Suzanne Levecque

## *IDG World Expo*

***The director of VIP programs at IDG World Expo is this week's columnist. Reach her at slevecque@idgworldexpo.com.***

> "This kind of excellent customer service pays off. For example, our 2014 post-show survey brought in an overwhelmingly positive response, with 99% of VIP retailer respondents saying that they plan to return to E3 in 2015 and 100% saying they met their objectives and were satisfied with their experience."

**Q What do you do?**

A Among the many events IDG World Expo produces is E3, the world's most important video game industry event, where those in the games business come together annually to debut, showcase and experience the future of games. One of the important features of the show is the VIP Buyers Program, which I've had the privilege of managing since the show's launch in 1996. [IDG World Expo has been producing the event for show owner ESA since 2009.] The 2015 VIP Program is expected to be the largest since the show's launch, with a projected 380 invited top buyers and executives representing 190 companies from 42 countries.

**Q How does a VIP Program work?**

A This program is available to only the most qualified retailers, wholesale distributors and online outlets in the interactive entertainment industry. A highly qualified audience is our main priority, and only top-tier retailers are selected to be part of this exclusive program. This hand-picked, invitation-only program is designed to make time at the show both productive and enjoyable for the buyers who participate. Upon completing a company profile describing their primary business, platforms and games they carry; annual electronic entertainment expenditures and sales; number of retail outlets, etc., a select number of buyers from each qualifying company are invited to participate in the VIP Program.

**Q What are some examples of the travel, concierge and hosting services you offer?**

A All VIP buyers are pre-approved to receive individual registration and are qualified to receive various airfare and hotel benefits. VIPs are entitled to book their hotel reservations at the host hotel in the room block reserved for their use, as downtown hotels in L.A. sell out months before E3. All buyers are updated with news and deadline reminders during the six months leading up to the show. These could be registration reminders, notices about news and events at E3, travel tips, information about the local area, etc.

On-site at E3 the buyers check into the exclusive VIP Buyers Lounge at the Los Angeles Convention Center (LACC) to pick up their specially designated VIP badges that identify them as important buyers for the exhibitors. In the VIP Lounge, program participants can enjoy complimentary catered meals throughout the day as well as concierge services such as Internet, laptops and printers, coat check, private areas for meetings and phone calls, etc. The lounge is regarded by the majority of participants as an oasis with a quiet atmosphere to check email, plan strategies and meet with colleagues. The VIP Lounge first started out in a 300 sq. ft. room at the LACC; it has now grown to occupy a 5,080 sq. ft. area between two halls.

**Q Are your customers looking for certain services that you weren't offering a few years ago?**

A The most common recent request is for additional cuisine choices, such as vegan and gluten-free options. We provide Internet access and Wi-Fi along with multiple laptops for their onsite business activity. We also have our laptops set up with a link to our survey asking about their experience at the event. For privacy and to avoid cellphone chatter there are dedicated cubicles for making phone calls. We provide a couple of meeting rooms in the main concourse for private meetings with non-VIP guests, so they can conduct business as only VIPs have access to the VIP Lounge.

**Q If a business unit was just starting a VIP Program, what tips would you offer them?**

A First and foremost, any program developed must deliver the ultimate return on attendance to the group you are targeting. In addition, the main contact person should enjoy providing excellent client service and should be able to provide top-notch, memorable services and gifts, if applicable. This is not something that can be done halfway. VIP Programs should be designed to make every person feel like a VIP through every step of the process, from qualifying the companies or individuals to saying goodbye, which should be done in person and via email and "snail mail" notes after the event.

This kind of excellent customer service pays off. For example, our 2014 post-show survey brought in an overwhelmingly positive response, with 99% of VIP retailer respondents saying that they plan to return to E3 in 2015 and 100% saying they met their objectives and were satisfied with their experience. Some top executives buyers have been with us for 18 years, and they still keep coming back to the program, because they know that they can get their business done efficiently and easily. ■

# IDG Entertainment offers 60 hours of live video from Gamescom

games
allyance
NETWORK

*IDG Entertainment Creative Director /Head of Owned & Operated Channels* ***Nino Kerl*** *(on stage at right) interacts with the audience at IDG Entertainment's Let's Play stage at Gamescom.*

At last month's Gamescom — Europe's biggest gaming event — IDG Entertainment made sure that fans of its YouTube network who couldn't attend could see all the action via live streaming on the Let's Play Meets Gamescom stage. IDG Entertainment offered more than 60 hours of live streaming — a first for the business unit — presented by its new rebranded Allyance YouTube network (see sidebar) in conjunction with YouTube and Twitch, the leading video platform and community for gamers.

"We held 56 shows over four nine-hour days," said **Philipp Senkbeil**, IDG Entertainment director of network and partner management. "We offered the live streaming on YouTube and Twitch in order to reach as many people as possible." Nearly 173,500 unique viewers watched the live stream on YouTube while 24,400 used Twitch.

The IDG Entertainment team of nine came to the event well-prepared. "Apart from camera equipment, we needed a computer for each network stream, some software and a 50M-bit Internet connection," Senkbeil said. "One person was responsible for keeping the streams working, while others acted as hosts, chat moderators and camera operators."

The majority of the live-streamed coverage was of

*continued on page 5*

## IDG Entertainment brings YouTube networks under Allyance umbrella

IDG Entertainment used Gamescom as a platform to announce the rebranding of its YouTube networks under the name Allyance Network (the 'y' is a nod to YouTube).

"We never had an official name or a strong brand for our YouTube networks," said **Philipp Senkbeil**, IDG Entertainment director of network and partner management. "It was important to find a name capable of establishing the network as a new IDG brand."

allyance
NETWORK

Allyance Network houses several different IDG Entertainment YouTube channels including the GameStar channel, which has more than 500,000 subscribers and 6.7 million monthly views; High5's original content on video games, gadgets, films; and NinotakuTV, a new YouTube channel focused on Japanese anime, manga and videogames (High5 and Ninotaku have a combined 340,000 subscribers). Allyance also includes channels from nearly 300 non-IDG partners that draw more than 100 million views per month and a reach of over 7 million subscribers.

During the rebranding phase, which began in May, IDG Germany urged subscribers and partners to 'Join The Allyance!' by creating jointheallyance.com, where they can get information about the network's strengths and benefits. Interested advertisers can also learn about the Allyance brand and the benefits of advertising on the network, according to Senkbeil. IDG Entertainment also restructured its in-house team, placing more resources in partner management, so "we are better-prepared to meet the needs of our users and partners," Senkbeil said.

He added that the Allyance team plans to offer more partner services beyond helping them with technical issues. "We see Allyance as a service-oriented business, one in which we must keep our partners satisfied in the long term. New services will allow partners to collaborate more within the network, giving them a sense of ownership. We will also be offering workshops on such topics as public relations, copyrights, the best equipment to use, solving technical issues, as well as both social and online events for partners on a regular basis."

For advertisers the Allyance group has created new offers — including event sponsorships, product placement and the ability to book a YouTube star for a corporate event — and smoothed its internal workflow between its network management and sales teams so that Allyance can run more complex campaigns. "While service-oriented thinking is one key to a long-term relationship, successful marketing with complex and integrated campaigns is also key," Senkbeil said.

## Gamescom

*continued from page 4*

Let's Players. Let's Play is "a special form of video," Senkbeil said, "in which people make videos of how they play a game from the beginning to the very end, and while they're playing they add their own commentary." Let's Players produce anywhere from one to more than 20 videos a day, and there are approximately 300 channels devoted to Let's Players on the Allyance YouTube network, drawing nearly 100 million views per month. Most are devoted to a single person, but sometimes it is a group of players.

Several thousand fans came to the 600-sq. meter IDG Entertainment Gamescom stage in Cologne, Germany, to see 60 Let's Players compete, answer audience questions, be interviewed "or whatever they wanted to do," Senkbeil said. Players were chosen by the IDG Entertainment staff from the YouTube network based on the size of the player's channel and their willingness to do a show for 30 to 60 minutes.

> "We held 56 shows over four nine-hour days. We offered the live streaming on YouTube and Twitch in order to reach as many people as possible."
>
> *Philipp Senkbeil*

IDG Entertainment partnered with event organizer Koelnmesse to share production costs. "We had a bigger stage this year, with a nearby lounge area and an editorial office on the show floor," Senkbeil said.

IDG Entertainment employees who worked on the Let's Play stage or behind it included Editors **Nino Kerl** and **Maxi Gräff**, who acted as stage hosts; YouTube Network Managers **Mikkel Robrahn** and **Martin Le**; Camera Operator and Studio Manager **Bernd Fischer**; Head of Media Production **Dave Bhulapatna**; Project Manager **Stephanie Klapetek** and Media Production Trainee **Adrian Martin**.

To see a best-of video of IDG Entertainment at Gamescom click here. For more information contact Philipp Senkbeil. ■

## Changing your IDG Central password is easy

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

## IDG Vietnam organizes 11th annual Vietnam Finance Conference & Expo

***Attendees listen to a panel discuss "the Model and Roadmap for Implementation of GFMIS in Vietnam."***

IDG Vietnam organized its 11th annual Vietnam Finance Conference & Exposition earlier this month. Produced in partnership with the Vietnam Ministry of Finance, the one-day conference attracted 300 attendees, including senior government leaders, IT directors from provincial departments of finance and planning, policy-makers and business leaders.

The theme, Reinforcing Government Financial Management Information Systems (GFMIS) for Effective and Modern Public Finance, was explored by a lineup of 16 speakers from the Ministry of Finance, research institutions and leading IT companies including Oracle, IBM, SAP, Juniper Networks and FPT, Vietnam's leading ICT company. These companies were among the conference's 12 sponsors.

Following the opening keynote, delivered by Tran Xuan Ha, deputy minister in Vietnam's Ministry of Finance, **Tam Le**, CEO of IDG Vietnam, took the stage to welcome attendees.

IDG has had a presence in Vietnam since 1992 with the launch of PCWorld Vietnam licensed to Ho Chi Minh City Department of Science and Technology. In 1996 when IDG World Expo Asia opened an office and began producing Vietnam Computerworld Expo in 1998. Today IDG Vietnam produces 10 events a year, including ASEAN Banker Forum, Security World, CMO World Forum, Banking Vietnam, Banking Cambodia, e-Government, Vietnam Finance, CIO Conference & Awards, Vietnam Computerworld Expo and DEMO. The company also operates the Vietnam CEO & CIO Club and MRD Vietnam, which provides event management services to third-party clients and has responsibilty for logistical services for IDG events. For more information, contact Trang Pham. ■

*Job Spotlight*

# On the job: Senior Knowledge Editor

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name**

Pradeep Kumar

**Title**

Senior Knowledge Editor, IDC Center for Consultancy and Research, India

**Joined IDC**

January 2010

**What a senior knowledge editor does**

A knowledge editor designs, creates, edits and/or maintains taxonomies, which are specific types of structured terms in a simple hierarchy or term sets used for organizing, indexing and retrieving content. To be precise, a knowledge editor plays the roles of a taxonomist and a classification specialist.

**The services I provide and who my customers are**

I check the quality of metadata tagging, ensuring the right classifications with respect to company, topic, vertical markets, content groups and document type, as well as facilitating the discovery of relevant information that will make it easier to search for or browse IDC reports and documents on the IDC.com website. My work helps facilitate the searches IDC customers conduct on our site, although my primary customers are the IDC analyst community.

**Key skills required for my job**

A thorough understanding and knowledge of metadata, subject classification, description cataloging, user experience and knowledge organization.

**A typical day**

On a typical day, I spend my time reading the whole content of reports to understand the topics they deal with and tagging them appropriately with respect to the specific subject.

**Best part of my job**

Being able to tag or classify the document gives me an opportunity to understand and learn about various technologies, market updates, technology vendors and start-up companies.

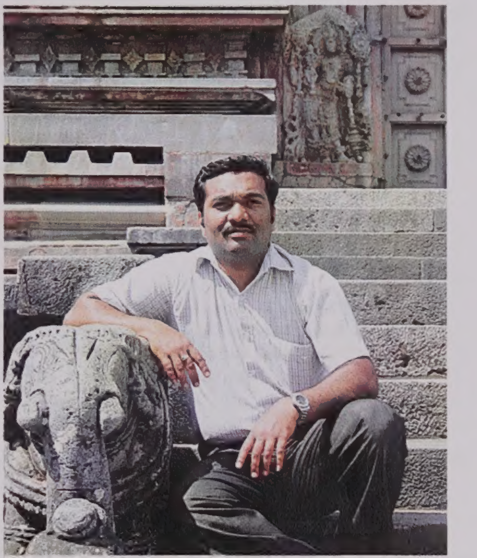
**Most challenging part of my job**

Maintaining and reviewing the taxonomy, keeping it as current as possible and inserting the right keyword in the concept search to facilitate easy searches. While reviewing a whole set of IDC reports, a knowledge editor also gets to review reports in languages other than English. In cases such as these, we translate the reports using online tools, which takes a lot of time. This is a very challenging, but interesting, part of my work.

**How I got involved in this career**

I started my career as a librarian. As such, my work involved maintaining repositories, classifying the books on shelves and cataloging using different schemas that I learned during my post-graduation work.

Today, most companies have such a large volume of digital content that they need elaborate taxonomies for their intranets and enterprise content management. The sheer volume of the challenge in devising proper mechanisms to address this issue helped me make up my mind about entering this career.



*IDC CCR Senior Knowledge Editor **Pradeep Kumar** joined IDC in 2010.*

**A recent accomplishment**

I received the Best Employee Award at IDC in recognition and appreciation of my work and contribution toward the company. The award is also recognition of an employee's engagement in extra-curricular activities of the organization. I feel humbled that I was chosen for the award.

**What my colleagues would be surprised to learn about me**

I am an avid photographer. I also love traveling and the outdoor life, especially trekking. I also keep up to date with mobile technologies. ■

# noteworthypeople

## New employees

Widlert

**Annica Widlert** joins **IDG Sweden**'s Miljöaktuellt as a marketing manager. She was previously responsible for events and marketing at the World Association of Newspapers and News Publishers. She has studied at Sweden's Lund University, Scotland's Abertay University and the U.S.'s Johnson & Wales University and holds a B.A. in marketing as well as an MBA. In her free time she enjoys "spending time in nature — running, cycling, skiing and canoeing." annica.widlert@idg.se

Ferin

**Daniel Ferin** is **IDG Sweden**'s new business developer, Content and Marketing Services. He was previously a media and marketing strategies and business development consultant. He studied business management at Sweden's IHM Business and owns a production company that makes commercial films, documentaries, infomercials and music videos. daniel.ferin@idg.se

PETER SHORT

Kerr

New at **IDC Framingham** is Human Resources Business Partner **Marguerite Kerr**. Formerly the director of human resources at WFXT, she holds B.A. in economics from Regis College in Weston, Mass. She enjoys time spent with her family, baking and scrapbooking and recently completed her fifth consecutive year of walking the MS 50 Mile Challenge, a three-day, 50-mile walk to raise funds and awareness for multiple sclerosis. mkerr@idc.com

All business units worldwide are welcome to send information about promotions, new employees and transfers to world_update@idg.com.

## IDG Central's news summary excerpts

IDG Corporate Communications compiles a daily selection of industry news and IDG/IDC press mentions, which you can find on IDG Central's home page and the In The News section. Recent posts include:

4 ways magazines are making video work
*Digiday*

NewsCorp: Google is a 'platform for piracy'
*BBC News*

With New Ad Measure, The Economist Emphasizes Quality Over Quantity
*The Wall Street Journal*

Trust in Mass Media Returns to All-Time Low
*Gallup*

Facebook's US Ad Revenues Outpace Users' Average Daily Time Spent on the Site
*eMarketer*

Over 10% of UK Digital Ad Revenues to Come from Social Networks
*eMarketer*

African Enterprises Urged to Adopt a Mobile-First Mindset
*IDC press release*

InfoWorld.com Site Relaunch Leads to Enhanced Reader and Advertiser Experience
*IDG press release*

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**25**
**John St. Martin** *IDC*

**23**
**Jim Duffy** *IDG Enterprise*

**21**
**Edith Höllersberger** *IDG Germany*

**19**
**John Daly III** *IDC*

**17**
**Tanya Braitchouk** *IDC U.K.*
**Barbara Hall** *IDC Canada*
**Jennifer Garofalo** *IDG Research Services*

**16**
**Ann Bednarz** *IDG Enterprise*
**Mike McGoldrick** *IDG Enterprise*

**15**
**Chris Sullivan** *IDC Canada*
**Doug Dineley** *IDG Enterprise*

**14**
**Ray Hoskins** *IDC U.K.*
**Thomas Schwieters** *IDC*
**Sara Scogland** *IDG Human Resources*

**13**
**Martyn Williams** *IDG News Service*

**10**
**Jen Sand** *IDG List Services*

**9**
**Laurent Aube** *IDC Czech Republic*
**Joakim Arstad Djurberg** *IDG Sweden*
**Tom Kaneshige** *IDG Enterprise*
**Jeremy Rueb** *IDG Strategic Marketing Services*
**Stephen Galeotalanza** *IDG World Expo*

**7**
**Oskar Hlinka** *IDC Czech Republic*
**Stan Gibson** *IDG Strategic Marketing Services*

**6**
**Marek Kujda** *IDC Poland*
**Rajmohan Ramdoss** *IDC United Arab Emirates*
**Kelly Quinn** *IDC*
**Kristi Nelson** *IDG Enterprise*
**Uyen Phan** *IDG Enterpise*

**5**
**Zulfiya Getmanchuk** *IDC Kazakhstan*
**Upul Jayasundara** *IDC*

**4**
**Maciej Gornicki** *IDC U.K.*
**Matt Lawton** *IDC Canada*
**Robert Charlton** *IDC*
**Abhijeet Dugar** *IDC*
**Leslie Haasch** *IDG Digital Services Group*

**3**
**Sara Santosh** *IDC United Arab Emirates*
**Anna Nordgren** *IDG Sweden*
**Gabriela da Piedade** *IDC Brazil*
**Winona Seibert** *IDG Corporate Services Group*

**2**
**Jiri Rybar** *IDC Czech Republic*
**Gina Galvagni** *IDG Human Resources*

**1**
**Tomasz Wilczynski** *IDG Poland*
**Libor Dvorak** *IDC Czech Republic*
**Luca Russo** *IDC Italy*
**Jessica Frary** *IDG Enterprise*
**Sathyanarayana Atreyam** *IDC*

## Seeking career changers within IDG, IDC

IDG World Update is planning a series of profiles of IDG and IDC employees who have changed careers while at the company. Are you, or do you know of, someone who has moved from an editorial position at a media brand to become an analyst at IDC? Traded in sales responsibilities to become a web designer? Moved from a facilities role to the billing department? It's not necessary to have changed business units — although it is OK if that happened — just moved on to a very different type of work than before.

Send suggestions to world_update@idg.com, and the editors will check with potential candidates to see if they'd like to be profiled.

# unsunghero

## Ursula Bazo

*Webmaster*

*CIO Peru*

*CIO Peru Director **Franca Cavassa** named **Ursula Bazo** her team's Unsung Hero, saying, "Ursula is an excellent professional and a very curious, intelligent woman who has been critical to the success our CIO Peru portal. If she doesn't know something I ask her to do, she investigates it until she has the answer. There are a lot of improvements on our site that I didn't ask for, but she proposed them to give our readers a better experience. She is pro-active, and I love the way she collaborates with all of us. She is also a good friend."*

**Home**
Lima, Peru

**Joined IDG**
August 2008

**Title**
Webmaster

**Primary job responsibilities**
I'm in charge of the operation and system performance of the CIO Peru website. This includes designing and maintaining the coding and proper functioning, usability testing, fault monitoring, addressing issues with our virtual private server hosting company, maintenance of the website and databases, managing advertising and the development of new features.

**Three things I do in a day's work**

- Perform day-to-day administration and troubleshooting, which includes answering queries and fixing small bugs, backing up the site and databases, debugging site performance issues.
- Conduct online research to identify, recommend and prioritize new web features we can use.
- Maintain the responsive design, making sure that the site is mobile-friendly and multi-platform.

**What I love most about my job**
It's all about the challenge for me, so I love the development side of my job. The more I learn, the more I still have to learn. I love that sense of accomplishment when I finish a project.

*Webmaster **Ursula Bazo** joined the CIO Peru team in August of 2008.*

**A hot-button issue that I'm dealing with on the job these days**
HTML5 and CSS3. We recently launched the new, responsive face of CIO Peru that meant — and still means — a lot of research and study for me. It is an endless process, and adjustments are made every day.

**Latest accomplishment**
The launch of the new version of CIO Peru.

**What I'm doing to be a better employee**
Really, I don't feel like an employee. CIO Peru is a part of me, like my own child for whom I am going to do whatever it takes for him to do well.

**Interests outside the office**
I love planning trips and traveling.

**What others can't tell just by looking at me**
That I'm able to work in complete silence for several hours.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Ursula Bazo** *CIO Peru*
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**Pradeep Kumar** *IDC CCR*
**Suzanne Levecque** *IDG World Expo*
**Trang Pham** *IDG Vietnam*
**Philipp Senkbeil** *IDG Germany*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION
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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 6 | UNSUNG HERO - page 7

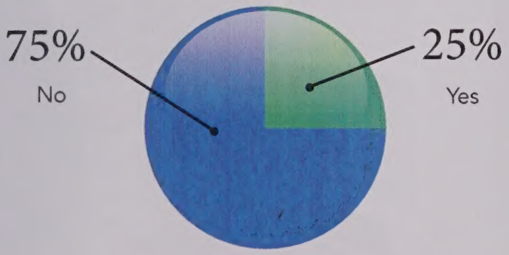
## IDC's Saudi Arabia CIO Summit targets CIO role in 3rd platform era

*Close to 200 of the country's most influential CIOs attended the fourth annual, invitation-only event. Attendees represented a broad range of sectors including banking, government, oil and gas, utilities and construction.*

**SEE MORE ON PAGE 2**

## Question of the week results

Should airlines allow passengers to use a device that prevents the person in front of them from reclining their seat?



**Log on to www.idgcentral.com to vote on this week's question:**

What do you think is the coolest feature of the Apple Watch?

CLICK HERE

## Also inside

One on one: IDC France Country Manager Didier Krainc

IDG Germany stages successful recruitment event for gaming industry

*On the job: Jesper Landén, head of affiliate services at IDG Sweden*

**SEE MORE ON PAGE 5**

*Unsung Hero: Joey Noordhoorn, product manager, IDG Netherlands is this week's honoree.*

**SEE MORE ON PAGE 7**

## A message from Michael Friedenberg

Dear colleagues,

Last week we announced a restructuring of IDG's U.S. media operations — IDG Enterprise, IDG Consumer & SMB, IDG TechNetwork, IDG World Expo, IDG.TV, Digital Solutions Group, Engineering Solutions Group, U.S. Media Finance and U.S. Media HR — that positions us for continued category leadership in the rapidly evolving media space. This structure will increase the value of our branded content while leveraging the new technologies and platforms that continue to revolutionize content, community and commerce.

While the management team and the IDG board are confident that this is the correct direction for our company going forward, I am very aware that these changes, which have resulted in the elimination of a number of positions at several U.S. business units, are difficult.

I want to assure you that we are making decisions that are in the best long-term interests for you and IDG Communications. In the coming weeks you will be hearing much more from me regarding our new operating structure and how IDG is transforming to a global tech media, data and services company. In the interim, I encourage us all to continue to stay focused on meeting the needs of our readers and customers.

# IDC's Saudi Arabia CIO Summit targets role of CIO in the era of 3rd Platform

Close to 200 of the country's most prominent CIOs and senior IT decision makers attended IDC's fourth annual Saudi Arabia CIO Summit, held last week at Riyyadh's Four Seasons Hotel. The one-day invitation-only summit, which was produced in partnership with the country's Ministry of Communications and Information Technology, focused on the role of the CIO in "The New Business World of Tech+Transformation."

"The Saudi government is a firm believer in the crucial role that ICT can play in furthering not only the business interests of organizations across the Kingdom but also the future prospects of individual citizens, and its ongoing support helps validate the efforts we are undertaking to facilitate high-level discussions on the very latest trends shaping the rapidly evolving Saudi ICT market," noted **Abdulaziz Al-Helayyil**, regional director for IDC Saudi Arabia, Kuwait and Bahrain.

The emerging 3rd Platform, or what IDC refers to as the four pillars of technology — mobile devices and apps, cloud services, big data analytics and social technologies — figured prominently in the day's agenda, which explored strategies for enhancing public safety through the use of smart technologies, implementing new approaches to information security and embracing the evolving IT delivery and service provider ecosystem.

The delegates in attendance represented a broad range of industry sectors, including banking and financial services, government, oil and gas, construction and real estate, utilities, and healthcare. As a consequence of this remarkably broad vertical representation, IDC customized the learning experience by introducing a series of industry-specific sessions that dealt with the unique challenges faced by CIOs operating in these individual sectors. Underpinning all of these were discussions on managing the transition to the 3rd Platform. IDC SVP, EMEA Region, Managing Director CEMA **Steven Frantzen** set the stage with his opening keynote in which he discussed the transformative power of the 3rd Platform technologies and outlined his vision of what the new IT landscape will look like in 2020.

*IDC distributed Poken devices to attendees who were encouraged to share contact information with one another and download digital copies of the event guide and marketing collateral supplied by the sponsors. Additionally, IDC uses the "Poken wall," which it designed and built, to recieve feedback from attendees on everything from when and where the next summit should take place to event content.*

*Abdulaziz Al-Helayyil, regional director for IDC Saudi Arabia, Kuwait and Bahrain, welcomes attendees to the summit.*

Other IDC speakers included **Jyoti Lalchandani**, group VP & regional MD Middle East, Turkey & Africa; **Paul Black**, program director, Telecoms & Networking, Middle East & Africa; **Matthew Eastwood**, group VP, Enterprise Platform Research; **Hamza Naqshband**i, senior research manager - IT Services, Middle East & Africa, Turkey; and **Ranjit Rajan**, associate VP, Software, Middle East & Africa.

Expanding on the event's networking opportunities, CIOs were invited to participate in one-on-one breakfast and lunch meetings some of the vendor sponsors, IDC analysts and each other, explained **Anulekha Shetty**, marketing manager — IDC Middle East, Africa and Turkey.

For more information, contact Anulekha Shetty. ■

# OneonOne

Didier Krainc

*IDC France*

***The country manager of IDC France is this week's columnist. Reach him at dkrainc@idc.com.***

"We turned [the dinners] into debates on specific topics, and we seat one analyst at each table of CIOs to moderate the conversation; we usually have three or four tables per dinner. The analysts write a report after every dinner as a deliverable."

**Q Can you provide a brief overview of France's IT marketplace? What areas are having the most growth?**

A The French IT market is valued at 95 billion euros (US$128 billion), which breaks down to 56 billion ($72 billion) for IT, including 46 billion ($59 billion) for enterprises and 10 billion ($13 billion) for consumers) and 39 billion ($50 billion) for telecom. Overall, it's been three years with no growth at all, like in most mature markets in Europe. In 2013, we even had a small decline of 0.5%. We're forecasting a small growth of 1% in 2014, which will finally lead the market back to its level of 2008, before the financial crisis.

But if you take a further look, splitting legacy from innovation, it's easy to notice that the impact of what IDC is calling the "four pillars of the 3rd platform" (i.e. cloud, big data, mobility and social business) is becoming more and more significant. Even if last year these pillars represented less than 10% of the whole market, they registered an average growth of 25%. Clearly this is where the future lies. Our recent surveys show that French enterprises have started their digital transformation, and most of them have launched major projects on the cloud (private and public), on big data and on mobility, although they are a bit late on social business.

Of course, the declining legacy part of the market will remain the most important for the coming few years, but change is on its way. As an example, the cloud market in 2013 was around 2.5 billion euros ($3.2 billion). But it will be 6 billion ($7.8 billion) — more than double — by 2016.

**Q What is the current economic situation in France, and what have you focused on to run the company in that environment?**

A The current economic situation in France is not good at all, although it could have been worse, if we consider what happened in other partner countries in Southern Europe. We suffered less than Italy and Spain, but we are in the middle of the euro crisis and our public debt is very high, while our level of competitiveness is not as good as that of the U.K. and Germany, for instance. France's GDP has stayed flat — zero growth — but thankfully there has been no real recession so far. This has been the case for the last five years. Our customers have kept on asking for our research products and consulting services because they needed our help to understand where they can hope for some growth: which sectors, which areas, which domains. But some of them, even the biggest ones, cut their budgets. Most of them cut or even stopped their investments on events last year. Events are clearly the area where IDC France has suffered the most in recent years.

When we saw our major customers such as IBM France, Microsoft France, France Telecom Orange, etc., cut their budgets, I decided to start what we called our "new names program," with a clear objective of finding new business with new clients — small companies or emerging vendors — and end users as well. Of course, we put in place some new incentive schemes for the sales team, but we also adapted our offer (new topics for our research program, new formats for our events, etc.), changed our marketing programs (using social networks more and more) and also our pricing list. In fact, this new names program impacted our whole organization as our way of doing business. And it worked! We attracted more than 50 new names with the program, and IDC France will finish FY14 with a growth of 6%, despite the decline in bookings of our biggest clients. As you can seee, we started our own transformation, like all the other enterprises must do at the moment. But it's still a work in progress.

**Q What are customers looking for most from IDC France these days?**

A Return on investment! You can no longer do business as usual and expect automatic renewals of your traditional research programs. Customers want us to innovate by giving them research on new hot topics like Internet of Things, customer experience, DevOps, mobile business apps, big data, etc. They also expect us to diversify our surveys on panels of CxO, not only CIOs — which we did, not only by investing in new databases, but also starting relationships with new partners: business clubs, professional associations, magazines. These partners helped us reach the kind of people that had never heard about the IDC brand name, as CMOs, CFOs, chief procurement officers, etc.

They want us to be closer to their business needs by building integrated marketing programs for them, including research, consulting, analyst interactions and go-to-market services (scheduled events or tailor-made executive dinners).

**Q What is the DSI Club?**

*continued on page 6*

# IDG Germany recruitment event matches developers with video game companies

Representatives from eight games industry companies and 150 developers who want to work for them found much to talk about at the 18th edition of Making Games Talents, IDG Germany's highly regarded recruiting event.

Held in different cities with different partners, the July 19 event in Frankfurt was supported for the first time by Frankfurt Economic Development GmBH and the Chamber of Commerce and Industry. They not only funded the event but provided use of the chamber's facilities, which is in the same building as the German Stock Exchange.

"It was probably the first time that the German Stock Exchange was conquered by nerds in jeans and t-shirts!" said **Heiko Klinge**, editor-in-chief of Making Games, which provides game developers with features, case studies and other content. Frankfurt Economic Development's involvement boosted public awareness and more press coverage than ever before, Klinge said, including an article in the highly respected German daily, FAZ.

To participate in the recruiting event, prospective attendees registered at making-games.de/talents and provided information about their education, job experience, reasons for their interest in the games industry, etc., and Making Games staff selected the most worthy candidates. Hiring companies exhibited at the event, interviewed candidates on the show floor and, in the conference portion of the program, made a presentation about the firm. There were also industry speakers and panel discussions on educational and employment topics.

making games
TO THE
GAMES INDUSTRY

*Making Games Editor-in-chief* ***Heiko Klinge*** *welcomes attendees.*

SIMPLY
KOLLEG
GESU

ERNST STRATMANN PHOTOS

***Games companies interviewed potential employees on the exhibit floor.***

More than 300 attendees have found jobs since Making Games Talents began in 2008. At any given event about 90% of exhibitors find new employees and 20% of attendees find jobs, which Klinge said are "decent statistics" for a recruiting event. The July event yielded revenue of 11,500€ (US$14,860) with a profit margin of 85%. The partnership with the Frankfurt organizations will continue next year.

Making Games relaunched its website (www.makinggames.biz) recently as an English-only site targeting an international audience. "The feedback has been amazing," Klinge said. "Thanks to our social media integration, our articles are being shared all around the globe."

The brand also has a print magazine and English and Germany editions of tablet apps for iPad and Android. A job board, also in English, will launch in October.

Write to Heiko Klinge. ■

***Attendees mingle with exhibitors on the show floor.***

*Job Spotlight*

# On the job: Head of Affiliate Services

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name**

Jesper Landén

**Title**

Head of Affiliate Services, IDG Sweden

**What a head of affiliate services does**

I'm in charge of all indirect sales at IDG Sweden. This includes third-party retargeting, programmatic networks, programmatic mobile networks, ad networks, in-content advertising, price comparisons and video networks. I'm also in charge of IDG Shop and IDG Deals, which are our platforms that help clients to sell products to our readers and visitors. I'm also managing our transition to Google's DoubleClick for Publishers in order to have the latest systems helping us to monetize every page view.

**The services I provide and who my customers are**

A typical client is an ad network or a large vendor that wants to use IDG Sweden's sites as a storefront for their e-commerce. It could also be a business-area manager at IDG who wants to monetize a new site or feature.

**Key skills required for my job**

As they put it in job postings, "exceptional interpersonal skills." Since I handle internal and external partnerships I'm fully dependent on both editors and sales staff to promote and endorse my ideas. My most common phrase is, "We are in the same boat and want the same thing."

**A typical day**

The beauty of this job and probably the main factor that has kept me at IDG for almost 15 years is that there is no typical day. I'm either in a three-piece suit ready to sign a huge partner deal or I'm wearing jeans and a polo shirt for a day of internal meetings with all the branches at IDG Sweden.

**Best part of my job**

My colleagues, for sure, and the opportunity to work with the best brands in the business. I also love the opportunity to work with other countries and learn from different people and different markets.

**Most challenging part of my job**

Meeting the demands of 'old' clients. They want the new media mix with the targeted campaigns, but they want to pay less since they can't 'see' their campaigns. They are holding on to the fact that they can see ads on paper.

**An on-the-job issue I'm dealing with that I'd like to know how colleagues at other business units are handling**

I have great support from colleagues around the world, especially from IDG U.K. and their Publishing Director **Simon Jary**, but it would be great to know how South America and Asia handle third-party referrals in general. I'm sure there is much we can learn from each other.

*IDG Sweden's* ***Jesper Landén*** *joined the company in 2000 as a sales representative for MacWorld.*

**Why I got involved in this career**

During a conversation with IDG Sweden CEO **Christer Björkin**, I mentioned that I've been a sales and business manager for more than 10 years and that I perhaps needed a new challenge. During my years in sales I'd managed some third-party business so it probably felt natural for him to offer me the role managing third-party sales.

**A recent accomplishment**

We have increased third-party revenues by almost 30% and launched several new revenue streams such as mTorget, which is a site to buy and sell refurbished Apple products. Also our implementation of Google's DoubleClick Ad Exchange and AdSense has proven quite fruitful.

**What my colleagues would be surprised to learn about me**

People here know me quite well by now, but when the music starts and I grab the microphone, I like to show them that I studied musical arts for many years and am trained in Afro-American and classical singing. ■

# noteworthypeople

## New employees

Yang

**IDC China** has hired **Huaikuo Yang** as a senior account manager. He has previously worked for Dimension Data China and ZTE France as a key account manager, as well as Lenovo in China and Streamwide in France. He graduated from France's Rouen Business School with a master's degree in performance optimization; he also holds a B.A. in English from Beijing Language University. A former volleyball player he now enjoys world travel. hyang@idc.com

New at **IDC Singapore** is Account Manager **Liong Chee Meng**. With 10 years of account management experience in consumer electronics, industrial property and consulting, he was most recently as an account manager at GfK Asia working with major clients from Korea and Japan. He holds a B.A. in business from Nanyang Technological University in Singapore and enjoys running, cooking and collecting action figures. cliong@idc.com

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

*30*
***Cheryl Crivello*** *IDG Enterprise*

*29*
***Mary Gibbons*** *IDC*

*19*
***Jos Schong*** *IDG Netherlands*

*17*
***Marianne Kolding*** *IDC U.K.*
***Johanna Ambrosio*** *Computerworld*
***Terri Haas*** *IDG Enterprise*
***Nancy Weil*** *IDG News Service*

*16*
***Stephen Clifford*** *IDC*

*15*
***Wesley Dotts*** *IDC*
***Thomas Mainelli*** *IDC*
***Frank Maier*** *IDG Germany*

*14*
***Lawrence Surtees*** *IDC Canada*
***Gary Nagle*** *IDC*
***Wayne Humphrey*** *IDG Global Solutions*

*11*
***Rasmus Andsbjerg*** *IDC Nordic/Denmark*

*9*
***Dana Zahorovska*** *IDC CEMA*

*8*
***Rene Shoemaker*** *IDG Netherlands*
***Mary Conroy*** *IDC*
***William Davis*** *IDC*
***Michelle Sullivan*** *IDG Enterprise*

*7*
***Stephan Hoppe*** *IDG Germany*

*6*
***Cristina Bazilescu*** *IDC Romania*
***Keith Linden*** *IDG TechNetwork*

*5*
***Michael DeHart*** *IDC*

*4*
***David Baron*** *IDC*

*3*
***Pavla Kozakova*** *IDC CEMA*
***Caroline Askheim*** *IDG Sweden*
***Enrique Plum*** *IDC Peru*
***Jingwen Li*** *IDC*
***Lauren Yanuskiewicz*** *IDC*
***Brenda McGowan*** *CIO Executive Council*

*2*
***Ayesha Salim*** *IDG Connect*
***Lauren Gill*** *CIO Executive Council*
***Mike Hagopian*** *CIO Executive Council*

*1*
***Leonard Kore*** *IDC East Africa*
***Matthew Ramsay*** *IDG Global Solutions EMEA*
***Carlos Figueroa*** *IDC Mexico*
***Matthew Marden*** *IDC*
***Matthew Thomas*** *IDC*
***Serdar Yegulalp*** *IDG Enterprise*

# One on one

*continued from page 3*

A The acronym DSI stands for CIO in French. Our CIO Club was created five years ago. Originally, my idea was to let local analysts have regular interactions with selected CIOs. It started with 20 to 30 CIOs, mostly those who I knew personally. We built the Club on a gentleman's agreement: the CIOs agree to interact with our analysts, answer interviews, come as speakers to our conferences and attend our dinners; and in return we give them access to local IDC content we collect as a result of those CIO surveys if they commit to keeping it for themselves and not sharing it. The first members really liked it and our analysts did, too. Our sponsors have appreciated this relationship, and it helps us add qualitative value to our local surveys and to be sure to have the right topics for our conferences. Soon enough, the original members told their friends and the group grew to 100 CIOs. At that stage we wondered: shall we stop at 100 or can we handle more? So we invested in a software tool — a kind of private social network to make it easier for us to interact with them — and also help them interact with each other. Today we have 320 members.

Basically, the CIO Club is a virtual platform where CIOs can have relationships with local IDC analysts and their peers. Sponsors are not allowed, nor are other IDC employees. We added to this 12 sponsored dinners per year and five sponsored surveys on topics chosen or validated by the members.

**Q What kinds of events do you organize? Have you tried any new formats recently that have been particularly successful?**

A Some years ago we had more than 10 major scheduled multi-sponsor events on our calendar every year. Now there's only room for four to five in the market, mostly on topics related to the four pillars. Also, our custom events, which are mostly executive dinners for the CIO Club with a single sponsor, have always been relatively successful, but they faced challenges from new competitors last year.

We decided to look for an intermediate format, designed for only three sponsors, that would differentiate our dinners from the competition. So we started a new format: breakfasts on on-demand topics. We have a list of new topics with no date and as soon as we find three sponsors interested by the same topics, then we find a place and a date and we do it! It's very flexible and easy to build. As for the dinners, we turned them into debates on specific topics and seat one analyst at each table of CIOs to moderate the conversation; we usually have three or four tables per dinner. The analysts write a report after every dinner as a deliverable. This value-added content makes the difference! ■

*Read the columns of other IDG and IDC managers who recently appeared in this feature, including IDG News Service VP and Editorial Director Elizabeth Heichler; IDC Program VP, Digital Media and Entertainment Karsten Weide; and IDG Global Solutions Vice President EMEA Neil Michael.*

# unsunghero

## Joey Noordhoorn

*Product Manager, Business Media*

*IDG Netherlands*

*IDG Netherlands Business Media Publisher* ***Maringo Vlijter*** *named* ***Joey Noordhoorn*** *his team's Unsung Hero. "Joey is our product manager, Digital, who gets the job done. He is the silent engine behind many of our digital developments, and together with the online development team he ensures that projects go to market in a timely manner. Joey is motivated, humble and sincere while constantly striving for operational excellence. He's a great member of our Business Media team."*

**Home**
Haarlem, the Netherlands

**Primary job responsibilities**
I'm the product manager of all Business Media websites of IDG Netherlands. This involves everything from marketing of the brands, product development and monitoring the online KPIs, all in conjunction with the sales, marketing and events, lead generation and editorial departments.

**Three things I do in a day's work**

- Coordinate projects with our developers, making sure we deliver the right products to different departments and that their requirements are met.
- Be the point of contact for the sales department when their clients have questions about our different target audiences.
- Scan the Internet for cool things that we need to have on our different sites.

**What I love most about my job**
I like the variety my job offers. One moment I'm interacting with our development team, then I'm planning the marketing for an event, then I'm coordinating a commercial mailing.

**A hot-button issue I'm dealing with on the job**
Needing to better target our audiences. What are their needs? Which websites have they recently visited? Does their online profile say who they really are (hard facts) and does it correspond with their online activity (soft facts). This is a really big issue for us. More and more clients want to present directly to their core target audience. The time of banner ads and hoping that the right audience sees it is over.

*Business Media Product Manager* ***Joey Noordhoorn*** *joined IDG Netherlands in 2012.*

**Latest accomplishment**
In the past nine months we launched two websites, one digital magazine and in the next two months we'll be refreshing all of our Business Media websites.

**What I'm doing to be a better employee**
I strive to be a positive person who is always willing to help others out. I perform better when there is a positive vibe in my close surroundings. In my department there is a lot of laughter and time for jokes, but we all work our butts off.

**Interests outside the office**
Spending time with my girlfriend, friends and family. My girlfriend and I recently bought our first house in Haarlem, so Haarlem is new for us, and we like discovering our new hometown. Also, I like to travel. In October I have a three-week vacation in Indonesia.

**What others can't tell just by looking at me**
I like to collect socks with cool patterns. I just can't help it.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to* *IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 10 - page 8

# Macworld | iWorld Asia draws international crowd to Beijing

INNOVATION
DEFINES
THE FUTURE
创新 定义 未来
Macworld iWorld ASIA
BEIJING AUGUST 21-24 2014

*In his opening address, IDG Communications Worldwide CEO Michael Friedenberg spoke about the huge changes taking place in the technology space as well as the evolution of media companies into media, data and services companies.*

**SEE MORE ON PAGE 4**

## Also inside

IDC partnership benefits Egyptian firms selling throughout African continent
IDG Sweden ramps up video content, production
One on one: IDG News Service's Elizabeth Heichler
IDG Global Product Line Meeting set for Oct. 14-15

*The McGovern Institutes for Brain Research in China honor Pat McGovern.*

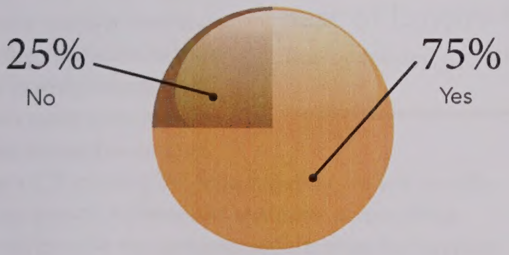
**SEE MORE ON PAGE 6**

*Celebrating 10: IDG Germany Senior Website Manager Michael Braun marks a decade of service.*

**SEE MORE ON PAGE 8**

## Question of the week results

Do you currently volunteer with one or more organizations?



**Log on to www.idgcentral.com to vote on this week's question:**

Should airlines allow passengers to use a device that prevents the person in front of them from reclining their seat?

CLICK HERE

## Photo contest deadline is this Friday

2015
CALENDAR
CONTEST

September 12 is the last day to enter the 2015 IDG employee photo calendar contest. The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively. Here's how to enter:

- You may submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos (and any questions) to world_update@idg.com. Good luck!

# IDC partnership to benefit Egyptian firms seeking trade across African continent

IDC and Egypt's Information Technology Industry Development Agency (ITIDA) signed an agreement last month for a new strategic program that aims to enhance the role of Egypt's ICT industry as a key contributor to the country's economic growth.

The Africa Together initiative will focus on joint partnership and market development efforts that will help Egyptian ICT firms penetrate high-growth markets across the African continent.

IDC research shows that while Africa is experiencing significant economic growth, ICT usage and penetration levels remain significantly lower than in the rest of the world. But as the continent becomes more and more connected, ICT adoption is set to explode. IDC's latest forecasts show IT spending across Africa, excluding South Africa, reaching $26.4 billion by 2018, expanding at a compound annual growth rate of 7.03% — close to double the worldwide figure of 3.81%.

"The considerable demand that exists across the wider African continent for skills and knowledge transfer makes it an extremely appealing prospect for Egyptian ICT companies, as does the ability to introduce innovative, cost-effective and relevant IT solutions to these markets," said **Jyoti Lalchandani**, IDC's group vice president and regional managing director for the Middle East, Turkey, and Africa. "The Africa Together initiative exploits the natural synergies that exist between IDC's market insights and ITIDA's quest to increase the global competitiveness of Egypt's ICT industry. Working together, we will identify the key growth markets and segments across Africa that will provide the greatest opportunities for Egyptian companies."

> "The Africa Together initiative exploits the natural synergies that exist between IDC's market insights and ITIDA's quest to increase the global competitiveness of Egypt's ICT industry."
>
> *Jyoti Lalchandani, IDC MEA*

As part of the program, IDC will match the capabilities of Egyptian ICT companies with the needs of African channel and end-user companies. This matchmaking process will culminate in two three-day events, as yet unnamed, to be held in Lagos, Nigeria and Nairobi, Kenya, later this year. IDC will bring Egyptian ICT players face-to-face with leading end-user organizations and channels from the West and East Africa regions to discuss the potential for cooperation and partnerships.

***Jyoti Lalchandani**, group vice president and regional managing director for IDC Middle East, Turkey, and Africa, (seated left) signs the agreement alongside ITIDA CEO Hussein El-Gueretly. Also present are Ramy Hussein, PR manager, Ministry of Communication and IT (far left) and H. E. Atef Helmy, minister of Communication and Information Technology.*

In addition, IDC will host an exclusive CIO Forum in Cairo early next year. Lalchandani said IDC has a long and proven track record of facilitating profitable new business relationships through large-scale networking events, such as the IDC Middle East CIO Summit, and will build on this reputation by flying in 50 influential CIOs from across Africa to interact with more than 100 Egyptian ICT leaders.

The forum's goal will be to produce, through a mix of presentations and case studies, actionable insights that will facilitate a deeper understanding of global ICT best practices and the latest trends shaping international markets.

Another facet of Africa Together is IDC's Executive Programs, which will empower ITIDA with comprehensive data and trend analysis of ICT markets worldwide. Bundled with access to IDC's analysts and strategic workshops, the programs will support ITIDA's mission to promote trade in international markets and become a strategic advisor to local and international companies.

Write to Jyoti Lalchandani. ■

# OneonOne

## Elizabeth Heichler

*IDG News Service*

***The VP and editorial director of the IDG News Service is this week's columnist. Reach her at elizabeth_heichler@idg.com.***

> "Our video staff really go all out at the major shows. For example, take a look at the content produced from IFA the first week of September; the aim is to be fast and comprehensive so that IDG sites will have a nice range of content to demonstrate to readers that they can get all their information needs met in one place."

**Q Can you briefly outline the mission of the IDG News Service?**

A As a provider of content to the editors of all IDG-branded websites worldwide,. we see our primary role as being the first — and fastest — line of defense on breaking technology news. While our reporters are all tasked with covering particular beat areas so that they can anticipate and be ahead of new developments, our editors take shifts in monitoring all the major news outlets and a wide array of social media so that when something unexpected happens, we can have a news story available within a very short time frame. Because we're dispersed around the globe we are able to keep watch around the clock during the week simply by handing off to the next major time zone that comes on duty; on weekends an editor covers the waking hours in the U.S.

Of course, breaking news has a short shelf life, and once we have delivered on that we aim to provide more meaningful analysis and context in stories that will draw readers for a longer time. On important news, the publications and sites assign stories to their own writers that offer a point of view for their unique audience or geographic location. But we see that our longer analysis stories are typically used as another component of very comprehensive coverage of a particular news event. And then we also strive to offer multimedia assets as well, with original video as well as photos.

**Q How do you decide what to cover when there is not an obvious "big story" of the day?**

A Day in, day out, our writers are assigned to beats covering what we judge to be the most important topics at the moment, and they are responsible for monitoring what's going on and digging up stories every day. We revisit those beats at least twice a year to ensure that coverage areas are evolving to include what's emerging as important. Right now, it's critical that we've got expertise in IT security, so we actually have two people on that full time. An important emerging theme is Internet of Things, and we've worked that into not only the networking beat but also made it part of processors/hardware, enterprise software/analytics, and, of course, security. We always keep an eye on government tech policy with reporters covering Washington, D.C., Brussels and Beijing all being key players in that, so we're well-positioned when stories such as net neutrality, Google anti-competitiveness or surveillance technology flare up. And, of course, we cover many more things than just those examples. That said we are always looking for input from the editors we serve about what topics they see emerging as important to their audiences.

**Q How large is the group, and where are staff located?**

A We have 24 full-time staff, including writers, editors and video producers, in Asia/Pacific (Sydney, Beijing, Tokyo, Bangalore); Europe (Paris, Amsterdam, London, Romania); and the U.S. (New York, Boston, Washington, D.C., Miami and San Francisco).

**Q Can you tell us more about your video offerings?**

A We have come a long way in the eight years since we first started experimenting with producing video content. Our veteran, **Nick Barber** in Boston, along with **Melissa Aparicio**, who joined us this year in San Francisco, are doing a range of things. At the fast and relatively less sophisticated end, we do fairly quick news pieces to accompany major stories,and "rapid reaction" videos that offer some commentary on camera from reporters. Then at news events where an exciting new piece of technology is being shown we'll do a more personal hands-on quick review showing off the device and its features. We also are doing more how-to tips and tricks kinds of videos, as these are popular and have a long life online. And we've done more in-depth and fun reviews, for example, taking some automotive apps out for a drive in the Bay Area. We are starting a series profiling start-ups, as this is really engaging content that gives a sense of the culture behind the tech scene. Of course, there's also Nick's long-running "World Tech Update," a weekly feature reviewing the latest news.

Our video staff really go all out at the major shows — CES, Mobile World Congress and the like. For example, take a look at the content produced from IFA the first week of September; the aim is to be fast and comprehensive so that IDG sites will have a nice range of content to demonstrate to readers that they can get all their information needs met in one place. Tip: our show coverage is always gathered in one spot on our website, linked from a big graphic on the left

*continued on page 7*

# Macworld I iWorld Asia draws international crowd of Apple aficionados to Beijing

Apple fans flocked to IDG World Expo China's Macworld I iWorld Asia 2014, held Aug. 21-24 at the China National Convention Center in Beijing. Produced in partnership with the Beijing Investment Promotion Bureau, the event showcased the latest technologies and products, partnership opportunities and thought leadership driving the convergence of the Apple ecosystem and the mobile Internet sector through exhibitions, summit forums and interactive experiences.

IDG Communications Worldwide CEO **Michael Friedenberg** delivered a welcome address at the opening ceremony in which he talked about the changing landscape of media. "Forever it was about putting forward a magazine that captured and conveyed an energy, a powerful brand that talked to you on a one-to-one basis. But now media companies are evolving as well. It's about connecting premium brands with a data driven strategy, being either a network or an exchange That's why you're seeing media companies like AOL and Yahoo and IDG starting to evolve to become media, data and services companies." (To watch a video of the 10-minute address, click here.

More than 500 companies from the Asia-Pacific region, Europe and North America, as well as more than 600 media organizations, 1,600 developers and 20,000 professionals from around the globe were among the more than 150,000 attendees who visited the event over the course of its four-day run. Close to 40% of the exhibitors were from outside of China and more than 30% have exhibited at every Macworld Asia event.

Macworld iWorld Asia
INNOVATION
DEFINES

*The Macworld I iWorld Asia 2014 team.*

Various exhibition areas provided a number of interactive experience for visitors. The Apple Fans Exchange Zone created a unique area for Apple aficionados to not only see, hear and learn about what's new but also engage with the new products. The music runway provided an opportunity for the musically inclined to experience a variety of new DJ equipment, iPad electronic musical instruments and professional iPad mobile music production facilities. An Intelligent Technology Camp displayed a variety of intelligent technology products, giving attendees a look at what the smart home of the future will look like. Macworld magazine also presented its annual "The Best Awards," honoring outstanding Apple peripheral suppliers and products.

***Michael Friedenberg** checks out the show floor.*

Business leaders, technology pioneers and entrepreneurs from Asia, Europe and the U.S. gathered at the summit forums to share their insights as part of a high-end "wisdom" festival. Intel Labs China director Wu Gansha described three scenarios for technological innovation. Baidu Institute of Deep Learning deputy director Yu Kai delivered a keynote speech entitled "The Artificial Intelligence of the Internet." Haier, Xiaomi and JD.com held roundtable discussions on "The Bright Future for the Smart Home."

Each of the topical forums — the Product Development Forum, the Mobile Gaming Forum, the Mobile Marketing Forum, the Innovation and Entrepreneurship Forum and the Mobile Health and Digital Healthcare Forum — targeted audiences' special interests.

Macworld iWorld Asia 2015 will be hold Aug. 27-30 at the China National Convention Center Contact IDG China VP, Corporate Communications Karen Ren. ■

# IDG Sweden ramps up video content with new studio, dedicated video site

IDG Sweden can anoint 2014 "the year of video," as the staff has created an in-house studio as well as an IDGTV site that aggregates all of IDG Sweden's video content and videos from outside sources. The business unit's management team has also encouraged editors to become more well-versed in taking videos and appearing on camera.

The in-house studio is set up for three kinds of settings: news broadcasts, panel discussions and an area with tall tables and a variety of backgrounds for podcasts or casual interviews.

According to IDGTV Head of Production **Martin Fältström**, IDG Sweden has aggressive goals for video traffic and is aiming for 500,000 views per month. The staff plans to develop a variety of recurring programs from the business unit's more than a dozen brands, sell sponsorships to customers and increase the number of video clips that accompany editorial content.

While much of the focus so far has been on content production, sales so far have included two sponsorships for the Techworld program and another for the UH24 interview series. Business Manager **Angelica Lundin** said she expects income sources for IDGTV will also include prerolls and webinars. She thinks it will be easier to sell sponsorships than preroll advertising, however, "because it is easier for customers to understand what they will be buying when they have a topic to speak about [i.e., the focus of the program] and a clear target audience."

Fältström said that while it took months to put the physical studio together, the larger ongoing challenge "is to educate everyone on how to report the news in a new way. Today as a journalist, you can write an article in no time. But doing it in a video format requires more work, and a it's a huge challenge to pull together a large enough inventory of video content."

Programs currently under way include:

- Next Thing: Three editors engaged in a wide-ranging discussion about our digital future.
- Internet World and Computer Sweden podcasts.
- Market Interviews: talks with vendors' marketing managers
- IT Week: a moderator and three of editors discuss the week's most important IT events/news.
- NördTV (GeekTV): Series' reports on "really geeky stuff."
- Video Bylines. Computer Sweden will, for a selection of their news, add a "video byline" where the journalist explains the importance of the news and why it is interesting.
- Humor: e.g., monkeys testing an iPhone's facial recognition software.

Later this year, the staff is planning:

- ProduktTV: Beginning with Sonos System, a supplier will demonstrate and talk about their respective products.

HENRIK ALMÉN

*IDG Sweden's IDGTV coordinators are (l-r): Business Manager **Angelica Lundin**, IDGTV Head of Production **Martin Fältström**, Video Producer **Nina Mattsoff** and IDG.se Editor-in-chief **Carl Grape**. Additional contributors to the IDGTV project not pictured here: **Karin Enblom**, editor; **Carl Brithén**, developer; and **Marie Sörberg**, digital designer.*

- HIT Companies: a nine-week series that profiles companies that personify Hype, Innovation and growth ("Tillväxt"), as chosen by Computer Sweden through an awards/event program.
- CIO: One interview with a CIO each month.

The studio equipment includes two Panasonic AG-AC90 HD cameras, two tripods, one Pistol mic, four lavaliere mics; one LED light (headlight), a sidelight and one back-or headlight, two backdrops (blue and green) and one studio backdrop.

The IDGTV site, which was designed and developed in-house for very little cost, has a responsive design and incorporates video that IDG Sweden has produced in the recent past as well as new material. It is platform-independent, so that it can easily aggregate YouTube content and video from other sources.

Write to Martin Fältström. ■

## Video training program builds new skills

Earlier this year, IDG Sweden conducted the IDG School of Video Publishing, a five-week training session to give 12 journalists from several editorial teams hands-on training in video journalism. The course included the basics of how to use a video camera, editing techniques, inspirational classes to brainstorm new program formats and a group project where participants worked on their own time to create a video clip that demonstrated their new skills.

External instructors taught the classes, with program assistance from IDG.se Editor-in-chief **Carl Grape**, IDGTV Business Manager **Angelica Lundin** and former employee **Ingrid Heath**. "Feedback from the attendees was very positive in general, and we've seen an increased focus on video from many of them," Grape said. "Some have chosen to work full-time on video projects since then."

# McGovern Institutes for Brain Research in China honor Pat McGovern

On August 22, 2014, IDG China held a memorial service to honor the memory of Pat McGovern in China. Some 300 people who knew Pat for years including government officials, publishers, CEOs from portfolio companies and employees from IDG China attended the memorial service. Following a short video depicting scenes from many of Pat's more than 130 visits to China, Hugo Shong, president of IDG China, welcomed Lore Harp McGovern to be the first speaker.

"Pat saw the nascent opportunities in China 40 years ago and wanted to visit, but it wasn't easy then," Lore Harp McGovern said. "So in 1978, 36 years ago, he decided to board a flight from Tokyo to Tehran that had a very, very long layover in Beijing. Upon arriving, he told airport officials that he wanted to go into Beijing to just look around. Everyone was stunned and didn't know what to do with him because such a thing was unheard of and without official paperwork it was simply impossible. But of course that didn't stop Pat!" McGovern told guests at the service.

**Hugo Shong**

IDG President and CFO Ted Bloom also addressed the gathering. "I have worked for IDG and Pat for 47 years and have watched IDG grow under Pat's great vision and leadership for all that time." Bloom said. "At IDG, we all know that Pat loved China. Everyone knew that Pat was a visionary and a risk taker, and I soon realized that Pat was right. China is more than a great place to visit. China is a place for IDG to become a greater company in the 21st century."

**Ted Bloom**

Hugo Shong, President of IDG China, was the final speaker.

*While in China to attend the memorial service, Lore Harp McGovern, Pat's son Patrick McGovern and wife Raquel, Pat's daughter Elizabeth McGovern and husband Scott Early, Pat's stepdaughters Dina Jackson and Michelle Bethel as well as four grandchildren, together with Bob Desimone, director of McGovern Institute for Brain Research at MIT, and IDG China President* ***Hugo Shong*** *attended a brief ceremony at each of the three IDG/MIBRs in Beijing. Each school dedicated a tree to Pat in front of the institute with a stone tablet underneath.*

Visiting Pat for the last time, Shong said he "told Pat that he had created two important legacies during his professional career. One is the company he founded and built. The other is the McGovern Institute for Brain Research he and Lore established at MIT and at three leading Chinese universities. I told Pat that I promised to carry on his two legacies in China for years to come."

In addition to the service, IDG China also produced a photo album, a video and held a tree dedication ceremony and an exhibition during Macworld Asia in commemorating Pat's work in China.

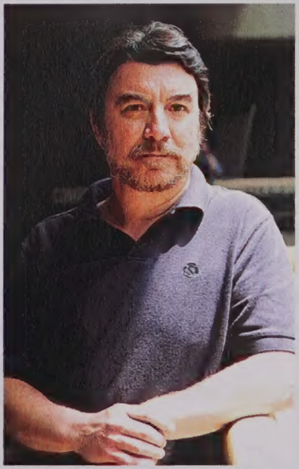
# In memoriam

Staff at IDG Strategic Marketing Services in Framingham, Mass., are mourning the death of Chris Bresnahan, senior multimedia producer and studio manager, who died Aug. 31 following a battle with cancer.

Chris joined IDG in 2007 when the company established its first multimedia studio in Framingham, Mass. Chris was the main point person for all studio shoots and oversaw overall studio operations. His responsibilities included managing the studio and remote location shoots, researching and testing new technology and post-production work.

"I had the incredible pleasure of being a friend and colleague of Chris's for the past 20 years, the six most recent years were at IDG," said his former manager Terri Sanford-Cook, who left IDG in May. "He was a man of fierce grace that is a testament to his character. In the darkest hours he showed us all how to live by his example of professionalism, compassion, determination and courage. His life force is a beacon. Chris brought light, love and most of all laughter to everyone he met. He is truly my hero."

Added Charles Lee, SVP of IDG Strategic Marketing Services, "Chris was a great colleague and friend to many. He taught us all important life lessons through his courage, fight, positive outlook and his relentless dedication to his work, family and those things he valued so highly. In the end we've lost a great man but his spirit and the impressions he left on the world will be with us forever. Rest in peace, Chris, and thank you for being part of our life experience. Our thoughts, support and prayers are with Chris's loved ones."


**Chris Bresnahan**

*continued from page 3*

## One on One

side of the page. So please visit and see all the stories, photos and videos from IFA.

**Q The IDG News Service will be transitioning to the new Apollo platform this calendar year. How will this benefit the News Service and its customers?**

A We are overdue for a new, modern platform: we are still living in the client/server world of Lotus Notes applications with our site powered by Domino, and it can be a very slow, clunky process for remote users compared to a web interface. And once we are on the same platform as the U.S. business units whose content we republish, it will be much less labor intensive to share their content via the News Service, and editors doing much of the manual labor involved in that task will be free to create more value, such as writing stories.

> "Our editors take shifts in monitoring all the major news outlets and a wide array of social media so that when something unexpected happens, we can have a news story available within a very short time frame."

The platform should also allow us more flexibility in terms of presenting our content to mobile users, and we may also begin to experiment with different kinds of content embedded in our stories: I'm thinking of things like interactive charts built off of data sources, that kind of thing. ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**31**
***John Gallant*** *IDG Communications*

**28**
***Angele Boyd-Myers*** *IDC*

**25**
***Debbie Bernardi*** *IDC*

**23**
***Bill Bernardi*** *IDC*

**22**
***Donna Moschella*** *IDG World Expo*

**21**
***Cheryl Talamini*** *IDG*
***Rob Novorolsky*** *IT World Canada*

**19**
***Dan Miller*** *IDG Consumer & SMB*

**18**
***James Walker*** *IDG U.K.*
***Betty Amaro-White*** *IDG Enterprise*
***Steve Phillips*** *IDC*

**16**
***Julie Lynch*** *IDG Research*
***Catarina Källström*** *IDG Sweden*

**15**
***Michelle O'Mahoney*** *IDC*
***Carola Eckert-Zug*** *IDG Germany*

**14**
***Timothy Johnson*** *IDG Digital Solutions Group*

**12**
***Simone Van Der Kooij*** *IDC U.K.*

**11**
***Fred O'Connor*** *IDG News Service*

**10**
***Peter Babb*** *IDG Enterprise*
***Athen O'Shea*** *IDG Enterprise*

**9**
***Marie Brewis*** *IDG U.K.*

**8**
***Eddy Kim*** *IDG Korea*
***Daryani Dhiraj*** *IDC United Arab Emirates*

**7**
***Chris Brown*** *IDG U.K.*
***Mat Panchalingam*** *IT World Canada*

**6**
***Ella Hwang*** *IDG Korea*
***Kim Han*** *IDG Strategic Marketing Services*
***Sveta Surgay*** *IDG Technical Services Group*

**5**
***Paolo Massarani*** *IDC Italy*

**4**
***Kate Kirkcaldy*** *CIO Executive Council*
***Matt McKinnon*** *IDG Connect*
***Serenity Caldwell*** *IDG Consumer & SMB*
***Gwennie Bonimbe*** *IDG Netherlands*
***Lukas Minar*** *IDC Czech Republic*
***Petr Zajonc*** *IDC Czech Republic*

**3**
***Albert Filice*** *IDG Consumer & SMB*
***James Sherman*** *IDG Strategic Marketing Services*
***Andy Fargnoli*** *IDG TechNetwork*
***Lara Namba*** *IDC Brazil*
***Micael Wilin*** *IDG Sweden*
***Anwar Faisal*** *IDC United Arab Emirates*

**2**
***Pelin Ozden*** *IDC Turkey*

**1**
***Thomas Wood*** *IDG U.K.*
***Mark Stevens*** *IDG Enterprise*
***Sabrina Stadler*** *IDC Germany*
***Tolga Yalcin*** *IDC Saudi Arabia*

## IDG's 2014 Global Product Line Meeting set for Oct. 14-15

The 2014 IDG Global Product Line Meeting will be held at the Boston Marriott Copley Place Oct. 14 and 15. The two-day meeting will begin with an opening reception on Monday evening Oct. 13.

The meeting will combine general sessions applicable to all attendees as well as numerous small-group breakout sessions that will allow participants to dive deeper into many different topics. General session topics will include IDG strategy for FY15, updates from the Strategic Development Centers, marketing services and a presentation by Forrester Research Senior VP, Idea Development Josh Bernoff, co-author of *The Mobile Mindshift: Engineer Your Business to Win in the Mobile Moment.*

*IDG Tech Network CEO **Pete Longo** (r) hosted a panel at last year's GPLM meeting in Dublin, Ireland, that included (l-r): **Scott Harris**, VP/Sales and Marketing, IDG Tech Network; IDG U.K. Managing Director **Kit Gould**; and IDGE SVP and General Manager, Online Operations **Gregg Pinsky**.*

Breakout sessions will cover a number of areas of key focus for IDG in the coming year including online video, enhanced community threading, content monetization, demand generation, programmatic advertising, events and Lessons Learned from the Ice Bucket Challenge.

This year's meeting will place a strong emphasis on applied learning, and attendees will be expected to share what they have learned with colleagues at their business units.

All general sessions will be recorded and available for on-demand viewing on IDG Central. The registration deadline is Sept. 19. Anyone interested in attending the GPLM should speak with their business unit leader and manager. Questions may be sent to michele_putt@idg.com.

# celebrating10

## Michael Braun

*Senior Website Manager*
*IDG TechMedia*

**Home**
I was born and raised in Aschaffenburg, a small city in the north of Bavaria. I studied economics in Würzburg before I came to Munich.

**Joined IDG**
I started to work for IDG Germany on Jan. 1, 2004, as trainee in the editorial department of PC-WELT.

**Career path**
After my time as trainee I had a couple of different jobs — multimedia manager and SEO specialist.

**Current title**
At the moment I am a senior website manager. I am responsible for all mobile development at IDG TechMedia. In this position I coordinate mobile projects and also develop apps for iOS and Android.

**Most challenging part of your job**
The most challenging part is also the best part of my job: I always have to be up to date on the newest development tools and programming languages.

**Latest accomplishment**
I developed a news app for iOS that is easily scalable for different brands in our unit such as Macwelt or iPhoneWelt.

**What's kept you at IDG for 10 years?**
The opportunity to always improve my skills and to learn new technologies.

**One thing you've learned during your tenure at IDG**
Change is constant, and I always look forward to the new things and changes in our business.

**Interests outside the office**
I like to go hiking and skiing. I also like to go running by myself and with my colleagues to stay fit. Sometimes I work as a DJ at private parties, weddings or our last IDG Germany Christmas celebration.

**Favorite gadget**
These days my smartphone is my favorite gadget.

**Favorite vacation spot**
The French Riviera.

***Michael Braun** began his career with IDG Germany as a trainee in the editorial department.*

**If you won the lottery tomorrow, you would**
Continue to go to work just like every day.

**Retirement dreams**
Produce my own music with a couple of friends.

**Manager's profile**
"Michael has built up an extensive knowledge in many areas of development and website management over the years. Today he is responsible for our mobile products and web-based special projects. In the dual role as developer and project manager he leads our products successfully in the direction of a future-oriented technical basis and improved usability. He is a real asset to our organization and a great person to work with."
*Jörg Breit, director, website management*

## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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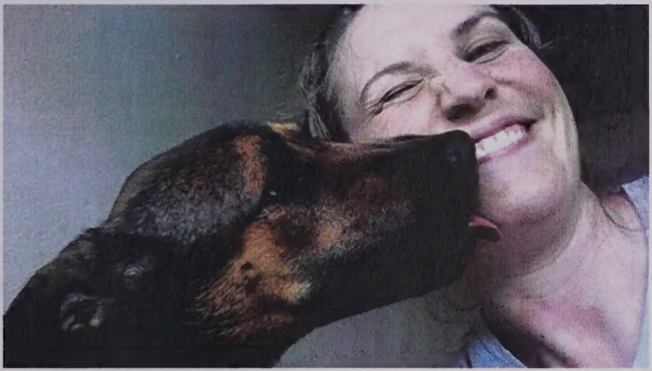
# IDG World Update

EMPLOYEE NEWS AND INFORMATION

1 SEPTEMBER 2014 | VOLUME 44, NUMBER 34 | WWW.IDGCENTRAL.COM

*"It's nice to think you are helping another person become the best that they can be." -- see page 4*



## IDG colleagues find many ways to give back to their communities

*From volunteering at an animal shelter to mentoring children and raising thousands of dollars for organizations they care deeply about, IDGers share their time and talents and make the world a better place.*

**SEE MORE ON PAGE 2**

## Just 12 days remain to enter photo contest

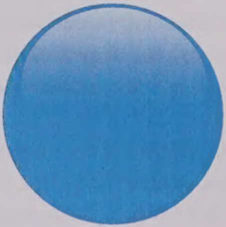
2015
CALENDAR
CONTEST

September 12 is the deadline to enter the 2015 IDG employee photo calendar contest. The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively. Here's how to enter:

- You may submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos (and any questions) to world_update@idg.com. Entries must be received by Sept. 12, 2014. Good luck!

## Question of the week results

Should social media sites like Twitter and Facebook censor overly violent content and images?



100% Yes

**Log on to www.idgcentral.com to vote on this week's question:**

Do you currently volunteer with one or more organizations?

CLICK HERE

## Daily IT industry news summary on Central

*The news summary is compiled and produced by Marissa Berenson Yaar, IDG Corporate Communications editor and available each day on IDG Central's In The News section. Here's a sampling.*

*HuffPost prepares to launch in India, calling It a 'critical market' for growth (Adweek)*
*Read more.*

*Promiscuous media: News needs to go where the people are, not the other way around (Gigaom)*
*Read more.*

*Console publishing: finding new audiences on unusual platforms (The Media Briefing)*
*Read more.*

*IDC to PC industry: Don't let your hopes run wild just yet*
*ZDNet*
*Read more.*

*GE on being a publisher: 'We think of ourselves as a diversified media company' (The Media Briefing)*
*Read more.*

*Why Mashable centers its video strategy on YouTube (Digiday)*
*Read more.*

# Computerworld editor shares her passion for plants

**Julia King, executive editor, events/national correspondent, Computerworld**

This year marks the 27th year I've been gardening at my current location in Delaware County, Penn., and I have volunteered as a Delaware County Penn State Master Gardener since 2002.

I realized that if I knew more about how plants grow, what they like, what impacts their development, I could be a much, much better gardener. When the Penn State Master Gardener Program solicited applications, I applied and was accepted. That was my first formal learning about gardening.

The formal Master Gardener training, includes 40 hours of instruction in botany, plant propagation, garden design, diagnosing plant diseases, pruning, pesticides, woody ornamentals and herbaceous plants. The classes are taught by agriculture and botany professors from Penn State University and by various other experts. After a trainee has satisfactorily completed the formal training and 50 hours of volunteer service, she is awarded Penn State Master Gardener status. After that, to retain certified Master Gardener status we need to attend at least eight additional hours of instruction each year and volunteer 40 hours a year. Volunteer work includes teaching classes, planting gardens in public parks, helping elementary school children launch pocket gardens at their schools and volunteering on the "Hort Hotline," a kind of help desk for home gardeners.

I usually teach three major workshops a year. In December. I teach a live wreath-making workshop and also a workshop on holiday decorating with live greens. Workshop students learn about different kinds of evergreen trees and shrubs, how to recognize them and how to make live wreaths using all natural materials. My travels as a Computerworld editor have come in handy for this particular workshop. A few years ago, I had an event I was covering at UCLA in early December. While on a break during the conference, I noticed the gigantic pinecones on the lawns around the campus. I had a grand time collecting all sorts of cones, which were then incorporated into various decorations during the December workshop.

Every March and September, the Master Gardeners hold a Home Gardeners School and a Fall Festival, and I typically lead one or two workshops. Last year I taught a Fall flower arranging class. I've also lead workshops on container gardening, how to amend soil for optimal growing conditions, planting a pollinator garden, choosing the right plant for the right place and composting. This year, our Fall Fest is on Sept. 27, and I'll be leading tours of our shade garden and teaching home gardeners about plants that work well in our Pennsylvania clay soil and thrive in little to no direct sunlight. The Master Gardeners maintain demonstration gardens, and I am a the chair of the Shade Garden Committee.

***Julia King*** *at a wreath-making workshop.*

Our shade garden is located at Smedley Park in Springfield, Penn. A team of gardeners maintains the shade garden and during festivals and on the second Saturday of each month we give tours of the garden and provide educational workshops.

One of my absolute favorite things about being a Master Gardener is participating in activities where "many hands make light work." I love working with a team in a garden or on a workshop or an event with each of us contributing our various individual talents and ideas.

The other super-rewarding part of working as a Master Gardener is watching how people positively respond to the work we do. One year, I decorated two large container gardens on a pedestrian bridge crossing the local commuter rail line in my town. I filled the gardens with freshly-cut greens, holly, winterberry branches and pine cones. Later that week, I was on the bridge waiting to meet my sister for our daily morning walk and I watched as virtually every commuter noticed the greenery and just kind of smiled or reached out to touch it. Nature is a great mood elevator. I've never seen anyone not respond positively to a beautiful garden or vase of flowers or don't even get me started on trees . . . oh my! jking@computerworld.com ■

# Tri, tri and tri again in fight against leukemia

**Whitney Cwirka, marketing specialist, IDG Enterprise**

I train and fundraise through the Leukemia & Lymphoma Society's (LLS) Team in Training program, and have participated in two of their triathlon programs during the past two years. It's the largest endurance sports training program in the world and has training programs for runners, walkers, triathletes, cyclists and hikers. It began in 1988 and now more than 600,000 participants have helped TNT and the Leukemia & Lymphoma Society raise more than $1.4 billion towards blood cancer research.

There are many reasons that I agreed to train and fundraise with Team in Training (TNT). Losing loved ones is one of the reasons. My grandma passed away from cancer when I was very young and my grandfather passed away close to seven years ago from cancer. I have also felt for close friends that have lost loved ones from it and been touched by the stories from people I know that have been impacted. Hearing the good work that the Leukemia & Lymphoma Society does and the need behind funding research and providing resources to those battling cancers is another reason. I am a firm believer that together we are stronger.

The Team in Training triathlon for this season — the Cranberry Trifest — was held in Lakeville, Mass., on Aug. 23 and 24. it's the Cranberry Trifest. My fundraising goal for the triathlon was $1,400 and so far I've raised $1,620. There is still time to donate toward this year's race if anyone is interested; check out to my fundraising page. Last year my goal was $3,500, and I raised $4,050.

There are so many rewarding aspects of participating in these triathlons. There are small accomplishments that happen along the way like reaching a milestone in training that are rewarding. Completing a triathlon is a feat in itself so it can be rewarding to cross the finish line. But it's important for everyone to know that anyone can complete a triathlon with the proper training so don't be intimidated! It's also rewarding to hit the fundraising goal and know that the money is going toward a cause that that has far-reaching benefits.

With Team in Training you have a coach who builds out a 12-week training schedule with practices held twice a week for the entire team and then individual training days. There are also mentors that train and fundraise alongside the new participants to help make sure they get the most out of the experience and hit their goals — both training and fund-raising goals. I'm a mentor this year.

We're Beating Cancer
217

***Whitney Cwirka** took part in the Cranberry Trifest last month in Lakeville, Mass., where she completed a half-mile swim, 14-mile bike ride and 3.1 mile run.*

Last year, the night before the Nation's Tri in Washington, D.C., all of the Team in Training chapters from across the country came together for a dinner. It was really inspirational as there were survivors who told their stories about their fight against cancer and how LLS had helped them. My family made the trip with me to be cheerleaders and my brother participated in the tri as well (I beat his swim time!). On race day, as I was making the final stretch of the run, a few of our Team in Training volunteers met me on the course and ran the final mile alongside me. It was the highlight of the race to have the community of friends and other TNTers carry me through that final stretch. Go team! wcwirka@idgenterprise.com ■

## News Service writer shares reading, writing, math skills with kids

**Zach Miners, staff writer, IDG News Service**

Since last year I've been a volunteer tutor at 826 Valencia, a nonprofit writing center in San Francisco's Mission District. I go on Sundays (though not every Sunday) for two hours and provide drop-in tutoring help for local public school students. Most are in elementary and middle school. I help them with reading and writing homework and assignments but also a fair amount of math too.

***Zack Miners*** *outside drop-in tutoring center where he volunteers.*

I volunteer there because I like working with kids, and it feels good to share my knowledge and writing talents with people who may be struggling in those areas. (When I was in college at Fairfield University, I tutored at the campus writing center for two years.) Some of these kids — all students in San Francisco public schools — may not always be able to get help from their parents or teachers, and they come to 826 Valencia for assistance. It also gives me a chance to flex the mathematical muscles in my brain, mostly long division and fractions.

I might get different students each time, but many of the kids tend to come regularly. So if you tutor enough you get to know individual students, which makes things easier. Then you might have more of an impact, once you understand where they're struggling the most.

But most of the time you just have to wing it. One time I was helping a young student with some basic arithmetic — word problems involving addition and subtraction, such as "If you have three apples and you're looking to get 10, how many more do you need?" He was completely lost, and I wasn't even sure where to start in explaining the concepts to him. So I took a piece of paper, ripped it up into 10 pieces and told him to imagine each piece was an apple. Then he was able to figure it out. zach_miners@idg.com ■

## Former teacher stays connected by mentoring two students

***Lada Durica*** *(far right) with some of her former teaching colleagues.*

**Lada Durica, campaign manager, IDG U.K.**

In 2010, I joined an organization called Teach First, an educational charity whose mission is to promote educational equality among all pupils regardless of their background or income. The two-year program included an initial six-week training program followed by two years of full-time teaching in a school chosen by Teach First. During the two years, I became a qualified mathematics teacher, worked full-time in a secondary school and worked for an educational charity in India, called Teach for India, helping to raise awareness about the organization through social media.

Raising the standard of teaching is one of many strategies used by Teach First. They do this by recruiting top graduates, training them and placing them in underachieving schools. The graduates are expected to become outstanding qualified teachers by the end of their training. One of the other strategies used is creating or acquiring other programs that help pupils achieve. One of these programs is called Futures (previously known as HEAPS). The program links professionals (mentors) to sixth form pupils and guides them through A-levels and the application and preparation for university.

I mentor two sixth form pupils from the school I used to teach in. Mentoring takes place every six weeks. As a mentor you guide pupils through their two years of A-levels. We work on revision tips, exam practice, UCAS [Universities and Colleges Admissions Service ]applications and preparation for university.

I was interested in continuing to be affiliated with Teach First after my departure from teaching. The Futures program gave me an opportunity to still contribute to the charity and make a difference to two pupils in need of guidance through the last two years in school. My mentees are really grateful for any advice I give them. It's nice to think you are helping another person become the best that they can be. lada_durica@idg.co.uk ■

# A soft spot for cats leads to ongoing role at animal shelter

**Bonnie Gardner, associate editor, IDG Enterprise division**
**IDG Australia**

I spend four or five hours twice a month at the Sydney Dogs and Cats Home. I first got involved with the shelter in January after living in a suburb that was lousy with stray and feral cats that were constantly hungry, sick and breeding. It proved very difficult to get help for them aside from feeding them, which only facilitated more breeding and illness because they'd start to colonize. I felt pretty helpless! In the end I decided to at least put my efforts toward helping those cats that could be re-homed by volunteering at my local animal shelter, though I still hope the feral cat issue will ease in time. (Spay, neuter and microchip your pets, people!)

***Bonnie Gardner** gets an enthusiastic thank-you from shelter dog Nala.*

Despite joining because of cat guilt, I spend most of my time with an array of gorgeous and friendly dogs, as they require a lot more maintenance. The work involves thoroughly cleaning pens, providing fresh food and bedding, washing dirty bowls and blankets, walking the dogs, some obedience training, and of course giving out some belly rubs and ear scratches.

This sort of work is really important to me because it's rarely the animals' fault that they ended up in a shelter. Generally people love animals and recognize how smart and loyal they are, and just how much they contribute to our lives, yet the life of an animal is not valued the same as a human's. It awful to think of a pet being disposable or mistreated, yet it's sadly the reality for too many animals every year. Without the love and support from volunteers and shelter staff, these animals wouldn't be able to come out the other side of their ordeal with the health and good spirits that will help them find the new homes they deserve. I just wish I could adopt them all! (I adopted my first cat, Sterling, a few months ago.)

As another way to help the shelter, I ran in the Sydney Harbour 10-km run in July, which many competitors use as a charity fund raiser. I was able to collect more than AUD$1000 (US$933) with the help of many generous colleagues here in the Sydney office. I'm hoping to run a few times a year to fund raise for animal welfare and maybe even build up to doing half-marathons (but a full marathon would probably kill me). bonnie_gardner@idg.com.au ■

# Contributing to children's organizations honors a young life

**Hack Warrensford, systems administrator**
**IDG Framingham**

My wife and I got involved with several organizations shortly after our daughter, Maya, died on June 16, 2012, only nine hours after birth. She was our first child. We needed a way to keep Maya's memory alive, and we wanted a way to reach out to others in the baby loss community. Our journey towards healing and living with this grief forever alongside us started with two blogs I created for Annalee and for myself. It was a great way to express ourselves through our grief, keep family and friends up to date with our feelings, and let everyone know that it's okay to talk to us.

My wife and I desperately needed to find a way to use our energy to do something positive and wanted to honor Maya's life. By connecting with others in the baby loss community, my wife and I found these three wonderful organizations to give back to in honor of our precious baby girl.

The March of Dimes' mission is to help moms have full-term pregnancies and research the problems that threaten the health of babies. This organization is very close to our hearts. Maya was born prematurely at 35 weeks. Everything leading up to her birth was perfect and by the book. We don't know why Maya was born prematurely or why she wasn't breathing. When we heard about the March for Babies we quickly created our team to start raising money for the 5K walk. The walk was held at the

***Hack Warrensford** and his son Oliver, now seven months old.*

*continued on page 6*

# IDG Enterprise colleague raises funds, awareness for children's charity

**Lynn Holmlund, senior marketing and PR manager,
IDG Enterprise**

In 2008 a friend of mine who was a vendor of Adoption and Foster Care mentioned that they were looking for a board member with marketing experience. I met with the president of the organization to learn more about their work. What impressed me was the mission of the organization, which is to provide a consistent adult (who is not being paid by the state) to be there for a child in foster care. Living a life in flux, never knowing where and when they will move to next, is extremely challenging for these children and having an individual who is there no matter what is extremely important.

The organization needed to increase awareness and grow its fund-raising effort to support the mission and I thought I could help with those efforts. I applied for the board position and served as a board member from 2008 to 2010. Now I volunteer at the annual gala fund-raising event and throughout the year.

As a member of the board I assisted in raising awareness about the organization and worked on several fund-raisers so that the program managers and mentors had the resources they needed to be a good match. During my second year on the board, I co-chaired the first ever gala event with the hopes of raising $25,000. We decided to organize a fashion show. As co-chair I solicited designers and boutiques to let us model their clothes, recruited model volunteers and designed the fashion show. I also oversaw the catering (which was actually done by myself, friends and family), solicited prizes for the silent auction and raffle and promoted the event to drive attendance. The event was a success and we raised more than $60,000. Now in its fifth year, the event has evolved from a fashion show to a food tasting and drives more than $100,000. I currently help at the event running the wine pull raffle, and I also organized the summer mixer, which is a fund-raiser that supports AFC's participation at the Rodman Ride for Kids. (The Rodman Ride raises funds for youth-focused social services agencies that support at-risk children in Massachusetts.)

**Lynn Holmlund** *(center) served two years as a board member for Adoption and Foster Care and continues to assist with fund raising efforts throughout the year.*

I have met many children who participate in the program and hearing their stories emotionally impacts me. Hearing how they now have someone who will attend a school or sporting function to cheer them on or help them with their homework makes me feel good and want to help more. They are always looking for mentors in addition to volunteers, which is a very different way to support the mission. I have not become a mentor yet, but it is something that I am considering. lholmlund@idgenterprise.com ■

*continued from page 5*

## Warrensford

University of Massachusetts campus in Amherst, Mass. Thanks to our wonderful family and friends, we raised over $3,000 for the March of Dimes. We plan on doing another walk on Cape Cod next summer.

Project Sweet Peas is a national nonprofit organization that offers programs and services that support the well-being of families who have an infant in intensive care, and of those who have experienced pregnancy and infant loss. We donated to this organization and raised money for the Plunge for Preemies. I participated in the polar plunge at Narragansett Beach in Rhode Island in March.

Cradles to Crayons' mission is to provide children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive at home, at school and at play. They supply these items free of charge by engaging and connecting communities that have with communities that need. My wife and I volunteer at the Giving Factory a few times a year. We are broken up into teams to do specific jobs in order to create a care package for a child. We also donate new clothes and toys as well as sponsor a child who would have been Maya's age.

It is so important to my family to give back and help out. I feel so happy keeping Maya's memory alive by giving back. Living this nightmare no parent should ever have to go through completely puts life into perspective. Every day is a blessing and I cherish every moment I have with my son, Oliver, who is now seven months old. hack_warrensford@idg.com ■

# Gift boxes, donations ease devastation after Typhoon Haiyan

**Cherry Yumul, account manager, ARN, IDG Australia**

In November 2013, 11 days after Typhoon Haiyan hit the islands of Samar and Leyte in the Philippines, I began Project Pay It Forward, an effort to send clothing, supplies and financial donations to the region. I am a Filipino, born and raised in Manila, and this has been a way for me to be of service to my countrymen, something that was instilled in me at university but I've not really been able to do since leaving the Philippines 15 years ago.

I was specifically looking to help an area that was not getting media attention and therefore not receiving relief from charities, government or from overseas. Someone here in Australia connected me with a person in Aklan, a province in the Western Visayas, who was mobilizing help for her community. Her name is Nina Candelario, and I've collaborated with her ever since.

So far we have filled and sent four boxes containing clothing and shoes, nappies, linens, confectionery, toiletries, medical supplies, toys and school supplies. The have been distributed to an activity center for disabled and disadvantaged children, the charity ward of the provincial hospital, an orphanage, a day care center, and a home for the elderly. The shipments are called "Balikbayan Boxes" (literally "repatriate box") — a corrugated box filled with gifts that Filipinos who live overseas (known as "balikbayan") send or bring home with them when returning or visiting our homeland. Its cultural significance is its role in the practice of "pasalubong" which is the Filipino tradition of a homecoming gift. We've also collected more than AUD817 (US$800) in financial assistance that is used to buy roofing materials for schools and day care centers whose roofs were damaged or blown off.

DO NOT OVERFI
JUMBO BALIKBAYAN BOX
AIR/SEA CARGO
1300 724 491

***Cherry Yumul*** *gets ready to pack up one of the four Balikbayan Boxes she sent to the Philippines in the aftermath of Typhoon Haiyan.*

*Staff and students from the Calizo Day Care and Health Center sent this photo to* ***Cherry Yumul*** *in appreciation for the supplies she organized for them.*

I've probably been spending 15 hours a month on this project, writing emails and Facebook posts to make an appeal and to provide updates. For donations in kind, I offer to pick them up from homes or offices. My IDG colleagues have been so generous. Over the course of a few weeks, they all brought in treasures from their wardrobes and libraries. I personally pay for shipping the boxes but **Davy Adams**, our managing director, took care of the one from IDG.

Being able to send help directly to the survivors, without having to worry about charities' bureaucracies and government corruption, assures me that 100% of the help we send goes to those who most urgently need it. I may not know any of them, but I've seen their faces and have heard their voices because Nina sends me photos of the distribution and videos of the beneficiaries' sending their message of thanks.

This experience has connected me with family, friends, colleagues and strangers in ways that are deep and meaningful, enriching my current relationships and allowing me to form new friendships. It's inspired people in my network to pay it forward themselves. Since I started sharing the results of the project, people have been moved to do and give more. In fact, one benefactor whom I've never met, organized a bike ride to raise funds for the community. A childhood friend who is now in Canada has pledged to send two boxes of school supplies to Nina.

This has been good for everyone's soul. Recognizing that we can all do something to get someone get back on their feet and keep their dignity intact, send children back to school, and restore hope and joy in their lives — and in the process feel blessed in helping — is pretty powerful. cherry_yumul@idg.com.au ■

# Food, fun bring smiles to kids, parents at Miami hospital

**Filomena Cherta de Freitas**
**Sales VP**
**IDC Latin America**

Earlier this year, I made a commitment to spend the first Saturday evening of every month at the Ronald McDonald House in Miami. It's affiliated with Jackson Memorial Hospital and provides accommodations for children — and their families — from around the world who are undergoing treatment at the hospital. I heard about it from a friend of mine at Cisco who went there to play with the children. I did that for a while, but I wanted to do something more. For the past four years I had been involved in a program to feed homeless people, so I decided to continue to focus on food but in a different setting.

*de Freitas*

There are about 30 families at RMH any given week. I usually cook dinner at home and bring it in — grilled and barbecued meats are really popular — but the house is very homey and there's a big kitchen I use sometimes. People have different dietary needs so I always make sure there's variety with veggie offerings like salad, eggs and cheese. I get high school kids to come help me, including my twin daughter and their friends, and I have them prepare desserts, set the table and decorate the room, help serve and clean up. It's been great for the kids; it gives them a reality check. I've also involved my neighbors. I'm not a great cook, but my neighbor is Italian, and she has contributed some wonderful meals. Our managing director, **Ricardo Villate**, has come with his kids to help, and they loved it.

***Mena de Freitas'** daughter Jenny spends time with a young guest.*

I'm trying to extend my role and do more activities. I get a list of the families each month and bring in a small gift for each person — a very small stuffed animal for each child, T-shirts for the moms, something colorful at Easter time. I also bring in two bigger gifts, like board games, that stay at the house, and we all play together. We do icebreakers so people can get to know each other. Depending on how engaged the kids and the families are, I could be there anywhere from two to five hours. The parents love it; it's a chance for them to talk to new people and forget illnesses for a while. They'll say "we don't feel like we're in the hospital," and that's a wonderful feeling to have.

***Families living at the Ronald McDonald House in Miami spend time together in the common room.***

I don't really see this as something I'm giving; I am really receiving a lot. I'd like to encourage anyone who's reading this to think about volunteering at a Ronald McDonald House near you. It's a great organization. I just recruited some other friends who are working at Microsoft who are also going to be getting involved.

fdefreitas@idc.com ■

## More volunteer stories on IDG Central

IDG World Update periodically includes stories about employees' volunteer activities. Here's a sample of what's in the IDG Central archives:

IDGE's Kevin Eberman donates time to 'help the needy get nerdy'
Eberman works with Free Geek to help low-income Rhode Island residents have access to the technology they need for school and daily life.

IDGers go the distance in fight against MS
Computerworld's Ken Gagne and IDG Corporate Services Group's Leslie Baldi have raised money through the Multiple Sclerosis Challenge Walk a collective 18 times.

IDC's Donald Jin has a passion for mission work
Jin has organized and led mission trips to remote locations in Central and South America.

# TechNetwork sales director relishes role of Big Brother

**Rick Currier, director of sales, West Coast IDG TechNetwork**

I joined the Chicago Big Brother program after moving from San Francisco to Chicago in April 2011 to open the IDG TechNetwork Chicago office. I was always interested in joining the program, and since I didn't know anyone in the city, I figured there was no better time. After several months of going through the vetting, matching and orientation process, I was matched with Deron, a 13-year-old boy from the West Side of Chicago. His mom, Shanette, had put him into the program as his dad was no longer in the picture, and they live in a crime-ridden neighborhood. Since being matched in November 2011, Deron and I became close friends and see each other three to four times a month.

START/FINISH
METZGEROUTDOORS.COM
BANK OF AMERICA
CHICAGO MARATHON

*Despite having relocated back to the San Francisco from Chicago,* ***Rick Currier*** *is committed to staying in touch with 15-year-old Deron.*

We did an eclectic mix of things together in Chicago, ranging from hiking with my dogs to community service and everything in-between. Deron had never experienced many of the things I grew up with, and he has an adventurous spirit, so we were on a mission to expose him to new things. Deron experienced new activities like ice skating, sushi, hiking, batting cages, paintball, baseball and football games, office visits and much more. He expressed interest in giving back to the community, so we planned several outings to work with foster dogs that had been pulled from kill shelters. Shanette would tell me that she noticed big changes over the two-and-a-half years we were together, including making the dean's list in school to his overall attitude towards life, family and friends.

> "[Deron's mother] would tell me that she noticed big changes over the two-and-a-half years we were together, including making the dean's list in school to his overall attitude towards life, family and friends."
> -- Rick Currier

After living in Chicago for three years, IDG gave me the opportunity to move back to San Francisco, which I did in May of this year. As part of the Big Brother policy, my official match with Deron ended with the move. At 15, Deron is past the cutoff point to be put back into the program and receive a new match. This was not the news we all wanted to hear, so Shanette asked that I continue to stay in contact with Deron and continue to be a positive influence in his life. Since moving back to San Francisco, Deron and I continue to stay close and talk to each other every week.

It's hard to express the value I got out of this volunteer program, but the move back has strengthened my resolve to stay close and committed to Deron's family. I hate the idea of being another male figure that has abandoned Deron and risk the possibility of him sliding in the wrong direction while attending inner-city Chicago high school.

Luckily, with the support of Shanette, I have stayed connected with Deron remotely and try to be there for him beyond the Big Brother program, something that I plan on continuing to do. rick_currier@idgtechnet.com ■

## IDC Australia, IDC Vietnam relocate offices

The new addresses are:

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Sydney
NSW 2000
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Fax: +61-2-9299-7247

**IDC Vietnam**
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60 Nguyen Dinh Chieu
Street, District-1
Ho Chi Minh City
Vietnam
Tel: +84-8-3521-8010
Fax: +84-8-3521-8020

# Mentoring "little sister" brings deep satisfaction

**Abbey Weintraub, senior event content specialist, IDG Enterprise**

I have been involved with Jewish Big Brothers Big Sisters (JBBBS) since 2007. JBBBS is New England's oldest youth mentoring organization and one of the original 12 founding members of the national Big Brothers Big Sisters of America. Its mission is to enrich the lives of children and adults with disabilities by establishing one-to-one relationships with professionally matched volunteers.

I was paired with my first little sister for three years. Our time together ended when she and her family moved out of the country. It was hard to say goodbye as we had built a great big/little relationship; but I knew that our time together had been beneficial to her and that was all that mattered.

During that time I was asked to join, what would later be named the Big Little Connection. I jumped at the chance! The small but very energetic and motivated young adult group was formed to help JBBBS recruit great volunteers. We did this through the planning, and execution, of social and philanthropic opportunities for young professionals in the Boston community.

I was asked to take over as the chair of the board at the start of 2011. I was incredibly honored and excited to continue working with such a great group in a leadership role. I continued doing this for a couple of years until life got in the way. I took some time off but, once settled again, I made it a point to get back to JBBBS. I was matched, once again, and have been with the same little sister now for two years. Her mom tells me they don't plan on moving…

> What an incredible moment — to know that our time together was something she looked forward to, benefited from, and looked forward to for years to come.

I have always enjoyed working with children — I've been a babysitter, camp counselor, Sunday school teacher and high school advisor for a non-profit. I moved to Massachusetts in 2007 and immediately sought out ways to get involved in the community. I also happened to be working at a company that partnered with Jewish Big Brothers Big Sisters. I knew this was the perfect volunteer opportunity for me.

I really believe in the work that is done at JBBBS. I also really care for my little sister, and I know how important our match is to her life. She is an incredible girl and has a great deal of potential. I look forward to seeing her grow.

***Abbey Weintraub** has been involved with the Jewish Big Brother Big Sister organization since moving to Massachusetts in 2007.*

My goal is to see my little one to two times a month. I've had a rough schedule over the past few months, so I am hoping to get back to seeing her more this fall. Some of the activities we've enjoyed together include apple picking, movies, getting ice cream, laser tag, bowling, ceramic painting, going to the park and holiday activities with JBBBS like a Passover Seder.

A moment I will never forget was when we went apple picking with other matches from JBBBS. A friend of mine had been with her little sister for about seven years. When I introduced my little sister to my friend and her little sister, I explained how long they'd been together and that the little sister was about to graduate from the program. My little sister turned to me and said, "We're going to be like that! My little was a bit shy and quiet in our first year together, (which was totally understandable, of course). So a comment like this was not typical for her at the time. You can imagine how surprised I was to hear such an exclamation. What an incredible moment — to know that our time together was something she looked forward to, benefited from, and looked forward to for years to come. I wanted to be a positive part of her life, and that comment proved I was doing just that. aweintraub@idgenterprise.com ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**26**
***Hilary Smith*** *IDG*

**24**
***George Bulat*** *IDC Canada*

**22**
***Alyson Morales*** *IDC*

**19**
***Glenn Mosesso*** *IDG*

**18**
***Matt Hamblen*** *IDG Enterprise*
***Jose Rodriguez*** *IDC*

**17**
***Jason Snell*** *IDG Consumer & SMB*
***April Montgomery*** *IDG Enterprise*
***Warren Childs*** *IDC*
***Vladimir Kadmensky*** *IDC Russia*
***Thomas Rau*** *IDG Germany*

**16**
***Bianca Aumeyer*** *IDG Germany*
***Cord Möller*** *IDG Germany*

**15**
***Malgorzata Majer*** *IDG Poland*

**14**
***Anthony Strattner*** *IDC*
***Balbina Hossmann*** *IDG Switzerland*
***Tom Schwieters*** *IDC Hungary*
***Magdalena Sobkowicz*** *IDG Poland*
***Annie Weissenberger*** *IDG Germany*

**13**
***Daniel Visarius*** *IDG Germany*

**12**
***Ellinor Selbeck*** *IDG Germany*
***Jonas Triebel*** *IDG Germany*

**11**
***Susan Skowronski*** *IDC*
***Jürgen Göetz*** *IDC Germany*
***Michael Graf*** *IDG Germany*

**10**
***Dan Muse*** *IDG Enterprise*
***Krista Napier*** *IDC Canada*
***Juan Pablo Seminara*** *IDC Argentina*
***Denis Arcieri*** *IDC Brazil*
***Carl-Johan Wollner*** *IDG Sweden*
***Tobias Kleu*** *IDC Germany*
***Anita Popp Liess*** *IDC Germany*
***Thamar Thomas-Issbrücker*** *IDG Germany*
***Melanie Arzberger*** *IDG Germany*

**9**
***Chris Kay*** *IDG*
***Vito Mabrucco*** *IDC*
***Miwako Suzuki*** *IDC Japan*
***Haydee van den Berg*** *IDC Benelux*

**8**
***Brian Glynn*** *IDG Enterprise*
***Teresa Tassone*** *IDC*
***Diana Riofrio*** *IDC Peru*
***Sergey Loginov*** *IDC Russia*
***Eddy Kim*** *IDG Korea*
***Thomas Wittulski*** *IDG Germany*
***Patrizia Klein*** *IDG Germany*

**7**
***Bob Diack*** *CIO Executive Council*
***Scott Harris*** *IDG TechNetwork*
***Alejandra Mendoza*** *IDC Mexico*
***Cesar Longa*** *IDC Peru*
***Ola Ljungstedt*** *IDG Sweden*
***Carl Grape*** *IDG Sweden*
***Margaret Adam*** *IDC U.K.*
***Boris Gulidov*** *IDC Russia*
***Ivan Juras*** *IDC Adriatics (Croatia)*
***Victor Pratusevich*** *IDC Russia*
***Sebastian Stulz*** *IDG Germany*
***Edmund Heider*** *IDG Germany*

**6**
***Laura Ames*** *IDG World Expo*
***Adele Carter*** *IDG Global Solutions*
***Michael Vorisek*** *IDC Czech Republic*
***Alexander Dreyssig*** *IDG Germany*
***Fabian Polkehn*** *IDG Germany*

**5**
***Salvatore Trejo*** *IDC Mexico*
***Martin Appel*** *IDG Sweden*
***Pernilla Strid*** *IDG Sweden*
***Lubomir Dimitrov*** *IDC Bulgaria*
***Kelly Gareth*** *IDC Germany*
***Nadja Outmani*** *IDC Germany*
***Lynn-Kristin Thorenz*** *IDC Germany*
***Michael Guenther*** *IDG Germany*
***Manuela Kubon*** *IDG Germany*

**4**
***Rajani Singh*** *IDC*
***My Nguyen*** *IDG Vietnam*
***David Gnojek*** *IDC Czech Republic*
***David Schwarz*** *IDC Czech Republic*
***Pavel Soper*** *IDC Czech Republic*

**3**
***Jenelle Villani*** *Digital Solutions Group*
***Kathleen Schaub*** *IDC*
***Renata Rosa dos Santos*** *Now!Digital Business*
***Neil Moody*** *IDC Russia*
***Simone Schulze*** *IDG Germany*

**2**
***Lauren Campbell*** *Digital Solutions Group*
***Caitlin McGarry*** *IDG Consumer & SMB*
***Samuel Melnick*** *IDC*
***Eiichi Shimoda*** *IDC Japan*
***Imane Belhabes*** *IDC North Africa*
***Ondrej Fuhrer*** *IDC Czech Republic*
***Fiona Macrae*** *IDC U.K.*
***Jiri Nemec*** *IDC Czech Republic*
***Julian Bez*** *IDG Germany*
***Torsten Bauer*** *IDG Germany*
***Christian Depner*** *IDG Germany*
***Christian Weis*** *IDG Germany*
***Roman Slosr*** *IDG Czech Republic*

**1**
***Lada Durica*** *IDG U.K.*
***Grant Hatchimonji*** *IDG Enterprise*
***Stacey Raap*** *IDG Enterprise*
***Serge Findling*** *IDC*
***Saad Elkhadem*** *IDC Middle East & Africa*
***Lucie Matejkova*** *IDC Czech Republic*
***Petr Nemec*** *IDC Czech Republic*
***Daniel Nyaga*** *IDC East Africa*
***Adrian Amadeus Martin*** *IDG Germany*
***Candice So*** *IT World Canada*

# noteworthypeople

## New Employees

*Zaboletsky*

**Laura Zabolotsky** has joined **IDG TechNetwork** in New York City as a digital media coordinator. She was previously a sales coordinator at Blue Fountain Media. Laura has a bachelor's degree in industrial organizational psychology from the State University of New York at New Paltz. A comedy fan, she takes improv classes and goes to as many stand-up, improv or sketch shows as possible and tunes into multiple comedy-oriented podcasts. Travel and concert-going are her other main interests. lzabolotsky@idg-communications.com

At **IDG TechNetwork's** San Francisco office, **Lauren Loos** has signed on as an account director after a stint as account director at BBC.com in New York City. She has an undergraduate degree in business and marketing from Niagra University in New York. An intrepid traveler, she just returned from a trip to Southeast Asia. Lauren also enjoys running, practicing yoga, cooking and trying out new restaurants. lauren_loos@idgtechnet.com

**IDG U.K.** welcomes Online Marketing Executive **Sidney Udechukwu**, who previously served as an account executive at ICLP, a loyalty marketing and customer relationship management company. He has a BA (Hons) in marketing from the University of Portsmouth and counts "producing music, reading, traveling, building things, and gadgets" among his hobbies. sidney_udechukwu@idg.co.uk

*Send information for the Noteworthy page to world_update@idg.com.*

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**Contributions, comments and suggestions from business units worldwide are always welcome.**

# InfoWorld sales director helps bring water to Tanzanian village

In July, InfoWorld VP Digital Sales **Farrah Forbes** and her daughter, Siera, traveled to Tanzania with an organization called Dig Deep Give Well, which works to bring clean water to remote villages throughout the country. During their almost two weeks in country, the group travelled to the village of Endevese, which is about two hours outside of the city of Arusha, where they helped prepare the Maasai villagers for the well that will be installed in the fall of this year. They also watched the first solar pump be installed in the village of Mkono, which is at the beginning of the pipeline that will ultimately bring water to Endevese. "This has been life-changing for this area and its people," said Forbes. "Before the installation women would walk eight hours round trip each day to get unclean water for their families. These clean water wells will allow women to work In the fields, children to go to school and also cut down on sickness from unclean water. " farrah_forbes@infoworld.com

***The Dig Deep Give Well team poses with the Maasai villagers from Endevese.***

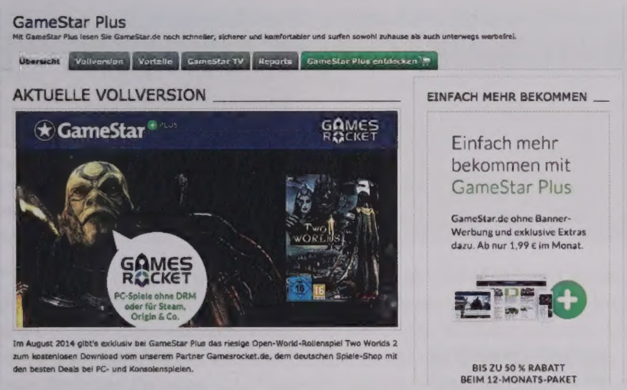
***Farrah Forbes*** *feeding Franny, a child from the village of Endevese. "She and her family lived close by our camp and she loved to spend her days with us."*

*Forbes and her daughter Siera pose with the village teacher and a student.*

IDG World Update
EMPLOYEE NEWS AND INFORMATION
25 AUGUST 2014 | VOLUME 44, NUMBER 33 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

# IDG Germany's GameStar Plus offers ad-free paid subscription model



GameStar Plus

Mit GameStar Plus lesen Sie GameStar.de noch schneller, sicherer und komfortabler und surfen sowohl zuhause als auch unterwegs werbefrei.

AKTUELLE VOLLVERSION

Im August 2014 gibt's exklusiv bei GameStar Plus das riesige Open-World-Rollenspiel Two Worlds 2 zum kostenlosen Download vom unserem Partner Gamesrocket.de, dem deutschen Spiele-Shop mit den besten Deals bei PC- und Konsolenspielen.

EINFACH MEHR BEKOMMEN

Einfach mehr bekommen mit GameStar Plus

GameStar.de ohne Banner-Werbung und exklusive Extras dazu. Ab nur 1,99 € im Monat.

BIS ZU 50 % RABATT BEIM 12-MONATS-PAKET

*Users are offered choice of turning off adblocker software or paying a monthly subscription fee for an enhanced ad-free version of the site. Staff looks to sign up 15,000 readers in the first year.*

**SEE MORE ON PAGE 3**

## Also inside

IDG SMS social media campaign wins award

PCWelt.de channel caters to growing maker market

On the Job: Social Media Analyst Kate Senie

Photo calendar deadline fast approaching

*Seventeen colleagues at IDG Germany participate in 6.4 km run at Olympiapark.*

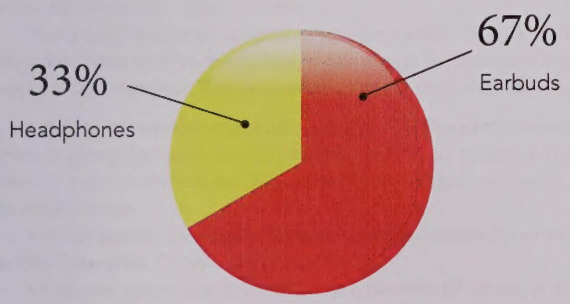
**SEE MORE ON PAGE 2**

*Celebrating 10: IDG Germany's Daniel Visarius celebrates a decade-plus of service.*

**SEE MORE ON PAGE 7**

## Question of the week results

Which do you prefer: earbuds or headphones?

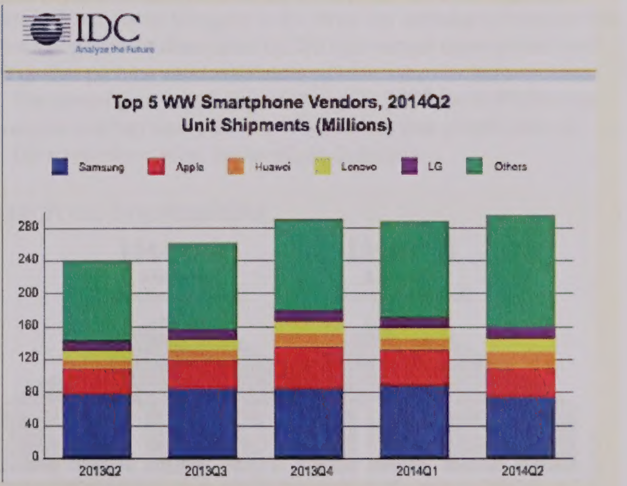


**Log on to www.idgcentral.com to vote on this week's question:**

Should social media sites like Twitter and Facebook censor overly violent content and images?

CLICK HERE

## Chinese smartphone vendors outpace market



*The worldwide smartphone market grew 23.1% year over year in the second quarter of 2014, establishing a new single-quarter record of 295.3 million shipments, according to IDC. Among the top vendors in the market, a wide range of Chinese OEMs more than outpaced the market in 2Q14. Read more here.*

# IDG Germany staff participate in charity run at Munich Olympic Park

THE BEST IS YET TO COME...
(PAT McGOVERN, 1937 - 2014)

*Before the race, IDG Germany colleagues took in the view from inside the Olympic Stadium. Their shirts were printed with an oft-heard quote from IDG Chairman and founder* ***Pat McGovern.***

*(L-R): Front row:* ***Mike Hartmann, Christine Zwinger,*** *Michael* ***Beilfuß, Christiane Stagge, Mirja Wagner*** *and* ***Petra Beck.*** *Back row:* ***Sven Ohnstedt, Marcus Egger, Verena Manlig, Achim Schäfers, Christian Daxberger, Markus Pilzweger, Carol Stockinger*** *and* ***Claudia Jeck.*** *Missing:* ***Matthias Teichmann*** *and* ***Maximilian Kwapil.***

Sporting running shirts with "The best is yet to come" printed across the back in memory of IDG founder **Pat McGovern**, 17 employees from IDG Germany participated in the country's annual B2Run last month in Munich. Held in 11 cities throughout the country, the B2Run is Germany's largest business race, attracting more than 30,000 runners in Munich alone. The 6.4 km course wound through Munich's Olympiapark, with runners completing the final portion inside the Olympic Stadium. "We got serious goosebumps finishing the race in the Olympic Stadium," noted **Christine Zwinger,** IDG Germany human resources director. "Everybody from IDG enjoyed participating in this great event and had a good time with their colleagues outside the usual business atmosphere." A portion of each entry fee for the race is donated to a local charity. ■

# IDG SMS social media campaign on behalf of Samsung wins award from mediaShepherd

A social media marketing campaign created by IDG Strategic Marketing Services (SMS) on behalf of Samsung was one of five programs honored by mediaShepherd in its inaugural mediaShepherd Social Media Awards. The awards recognize the best of social media efforts focused around a specific campaign, publication, brand or company in various sectors of the media industry.

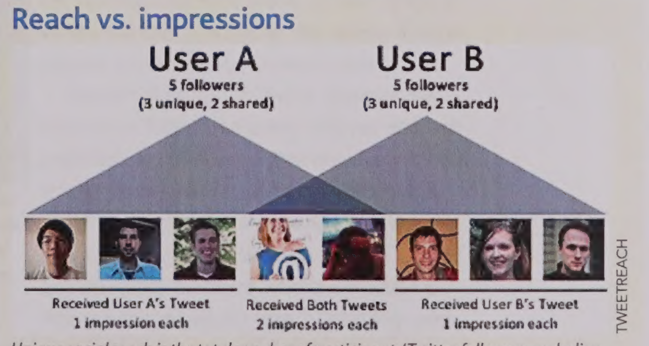
The goal of the multipronged campaign, called "Tablets in the Enterprise," was to drive awareness of Samsung's leadership in the enterprise tablet category. The campaign's content deliverables included:

- A custom research study produced by IDG Research Services aimed at giving Samsung insight into the mind-set of its target audience of senior decision makers and influencers in the education, health care and retail sectors.
- White papers leveraging the survey results written by an editor in the IDG Enterprise Custom Solutions Group.
- Editorial videos that highlighted the benefits of tablets in the enterprise and showcased the features of the Galaxy 10.1. Videos were shared through an interactive infographic.
- Interactive infographics. Three infographics, targeted at each of the three key verticals, integrated IDG-created program content and related Samsung resources and were shared during the Twitter chats.
- Infotisements. IDG-developed ad units.

IDG SMS held a series of three one-hour Twitter chats hosted by IDG topic experts and key influencers designed to both raise awareness of Samsung's leadership around tablets in the enterprise as well as create a sense of community. In addition, the campaign relied on a group of leading subject matter bloggers in the three key verticals to integrate the research and content developed by IDG into vertical communities and/or blogs that prohibit vendor access.

The campaign reached an audience of 513,000 via its #Tabletchat discussions and had nearly 8 million impressions (see graphic below).

For more information, contact Colin Browning.



*Unique social reach is the total number of participants' Twitter followers, excluding overlap. Impressions includes all participants' followers, including overlap. In the example above, reach would be eight and impressions is 10.*

# New PCWelt.de channel caters to growing maker market

Germany's IDG Tech Media recently added a Hacks channel to its Automotive, Smart Home and Mobile channels on PCWelt.de, giving readers a platform to show off their tech prowess while populating the channel with popular free content.

"The basic ingredient for our interactive strategy is reach, and we have to move PC Welt and Macwelt into new topic areas," said Tech Media Publisher **Jonas Triebel**. "Automotive and Smart Home are two areas that are very interesting from a user and advertising point of view. They brings new unique users to our sites and create an attractive surrounding for advertisers as well."

According to PC Welt Vice Editor-in-chief **Christian Löbering**, Germany is currently experiencing a growing maker movement, a technology-based branch of the do-it-yourself culture most often centered on electronics, robotics and 3D printing. (The movement is also growing in the U.S.; a recent Maker Faire in San Mateo, Calif., drew more than 120,000 people to see the latest in robots, drones and other types of tech-related projects produced by amateurs.) "A lot of people repair stuff, work in hack labs in their free time, meet at maker fairs or simply want to be creative with technology," Löbering said. "With our new Hacks channel we are building a platform for these mostly young makers to present the unique work they do to a big, tech-savvy audience."

The Hacks channel launched in May, managed by PC Welt Editor **Birgit Götz**. One to two projects are posted weekly and have included a self-made 3D printer, a do-it-yourself drone quadcopter and a smart-home control center, the most-read project to date.

Löbering said the first step in launching the channel was to build the brand 'PC Welt Hacks.' In March PC Welt launched a bi-annual digital and print magazine dedicated to makers called PC-Welt Hacks. Priced at 9.9 euros (US$13), the print edition was available only on newsstands where it sold 10,000 copies. "The good reader revenue it generated was a signal to get into this market," Löbering said. Tech Media then launched the Hacks channel on PCWelt.de and loaded it with content from Hacks magazine and current news. Götz then began to browse the Web to find great maker projects and the people behind them.

MIT 6,5 GB XXL-DVD
PC-WELT Hacks
NEU: DAS TECHNIK-MAGAZIN FÜR SELBERMACHER
Raspberry Pi
Schritt für Schritt
Alles zum 35-Euro-PC!
Mit Mega-DVD für den Raspberry!

*In March PCWelt tested the local maker market with the bi-annual print and digital PCWelt Hacks magazine. It sold 10,000 copies.*

"Almost every maker she talked to was delighted to be asked to share his or her project," Löbering said. "The word is spreading, and every week more and more makers get in touch with us, asking us to publish their work."

According to Löbering, traffic for this "very elaborate but niche content" has been "pretty small" at about 35,000 visits per month, but the feedback from both makers and readers has been "overwhelming. We would never be able to create the content from those great makers on our own, nor would we be able to buy this content from freelancers. This information is really priceless for both us and our readers."

*Do-it-yourself tech makers are contacting PCWelt Editor* ***Birgit Götz*** *and Vice Editor-in-chief* ***Christian Löbering*** *in order to have their projects published on PCWelt.de.*

He said PCWelt clearly states that it cannot test the veracity of the makers' projects. "Each story has a disclaimer saying this article is not from our staff but from special maker, and we link to his blog. We'll be adding a content block to each project where we can provide all the relevant information and skills about each maker."

Advertising on the Hacks channel has only been from third-party sources and not premium advertisers. However, many of the Hacks stories also appear in PCWelt.de's other channels where advertising is much more robust. "The Hacks channel is kind of a community platform where we accumulate great content for free," Löbering said. "We can re-use it in the channels that monetize content in a better way, including in the print magazine."

For more information contact Christian Löbering. ■

# IDG Germany's GameStar Plus offers ad-free paid subscription model

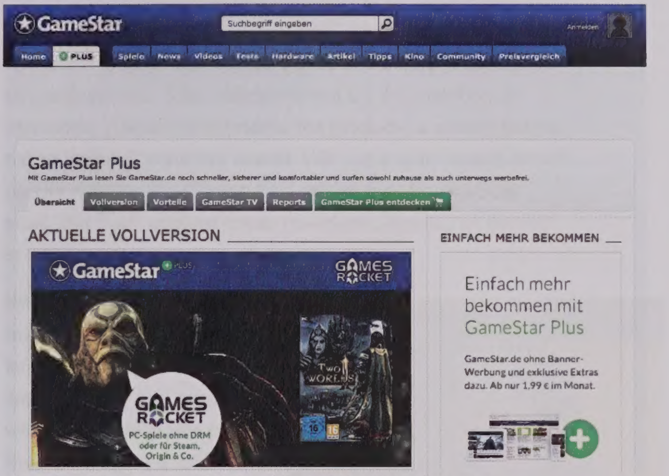
In a move that appeals to readers who don't want to deal with online advertising and sets up a better system to substantially increase reader revenue, IDG Germany launched GameStar Plus in June. The subscriber version of the gaming site GameStar.de is a big improvement over the previous offering, GameStar Premium, according to Director, Business Development **Daniel Visarius**, who said the company aims to increase the number of paid subscribers from 6,500 to more than 15,000 a year from now. Subscriptions are already up 20% in just the first two months.

GameStar Plus not only delivers ad-free content, it offers extra content for subscribers, free PC games, special sale offers, (for example 10% off on every PC game bought in the online shop of GameStar's game bundle partner) twice-weekly GameStar TV and an optional digital magazine archive add-on, among other features. It also has a more advanced infrastructure with in-page payment so that any sales-related purchases happen directly on the GameStar site. A new self-service center enables readers to change contact information or subscriptions without calling a hotline, which improves customer service and saves the company money, Visarius said. There are also more touchpoints within GameStar.de that promote the service than before — such as teasing a video that is only available to subscribers and providing details about the paid service.

*Visarius*

The "no ads" feature extends to GamePro.de as well as GamePro or GameStar apps and avoids advertising overlays, pop-ups, banners, commercials before videos and advertising tracking.

GameStar Plus is 2.99 euros (US$4.00) a month for a 12-month subscription, 3.99 euros ($5.30) a month for three months or 4.99 euro ($6.60) for one month. Print subscribers save 1 euro ($1.30) a month no matter which online subscription they choose. GameStar Premium had tried a variety of price points – most recently 4.99 euros per month – but Visarius said the digital magazine archive was always included. The improved service and lower price points are expected to bring in more revenue, he added. The goal is to increase revenue with the new service by 50%; the earlier service brought in about 190,000 euros ($252,600) annually.



GameStar Plus

Mit GameStar Plus lesen Sie GameStar.de noch schneller, sicherer und komfortabler und surfen sowohl zuhause als auch unterwegs werbefrei.

Einfach mehr bekommen mit GameStar Plus

GameStar.de ohne Banner-Werbung und exklusive Extras dazu. Ab nur 1,99 € im Monat.

***GameStar Plus aims for 15,000 paid subscribers in its first year.***

To introduce GameStar Plus, GameStar.de Editor-in-chief **Markus Schwerdtel** wrote a lengthy explanation about the cost of producing good content, the difficulties of monetizing content by just sellling ads and the conflict with readers who want to avoid ads by installing adblockers. GameStar Plus is the fair alternative to an ad-supported product, he said. Beginning June 17, visitors to GameStar.de are notified that they have two ways of using GameStar.de: switch off their adblocker for GameStar.de (instructions for how to do so are clearly stated on the site) or order GameStar Plus. Otherwise, GameStar.de reserved the right to prevent anyone using an adblocker from seeing major pieces of content.

*Schwerdtel*

More than 600 comments have been posted to Schwerdtel's letter, many of them positive. "We received a lot of encouragement from users who understand that good journalism is worth paying for," Visarius said. "Those who weren't happy complained about the concept of a paid site in general, and some who want to keep using adblockers said they would leave GameStar for other gaming sites and never come back. But we didn't lose any reach after launching GameStar Plus."

Write to Daniel Visarius. ■

*Job Spotlight*

# On the job: Social Media Analyst

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name** Kate Senie

**Business Unit** IDG Strategic Marketing Services, Performance Marketing Group

**What does a social media analyst do?** I help manage social media programs in support of IDG's larger custom programs for clients. We currently offer four social programs — sponsored blog posts, enhanced community threading, Twitter chats and social listening.

*Sponsored blog posts* are editorially independent blog posts, written by third-party bloggers, published to their blog or site and self-promoted throughout their social networks. Each post contains a sponsorship message from an IDG client, i.e. "Sponsored by Client A," and a link to the client's site. We search for, recruit and manage the bloggers for the client. Sponsored blog programs help drive qualified traffic, increase share of conversation and improve search-engine optimization.

*Enhanced community threading* is external participation in online communities, i.e. technology news sites, blogs, forums and LinkedIn on behalf of a client. A threader targets active communities, listens to the conversations on select sites and contributes, offering information from the client — white papers, case studies, etc. — where applicable. We work with the editorial team and the threader to outline the communities/sites that the threader will post to, list the keywords that will be incorporated into posts and/or comments and the message strategy that works with the client's program objectives. Enhanced community threading programs help position the client as a thought leader and increase share of social conversations.

*Twitter chats* are hour-long, IDG-hosted conversations on Twitter that are topically focused and organized by a hashtag. They allow clients to reach target audiences and thought leaders through focused discussions and help increase awareness for client programs, drive qualified traffic to client resources and create a quasi-online community based on shared knowledge/goals.

*Social listening* is the active monitoring of conversations across the Internet. It helps us analyze the percentage of voice a client's brand has across select sites compared to competitors'. This is determined by the number of mentions, posts or comments that include a client's brand name and selected key words. We use a web-based social media monitoring platform to collect mentions across sites. We then analyze these mentions, looking at trends in volume, topic and sentiment.

JOE MOLA

*IDG Strategic Marketing Services Social Media Analyst* ***Kate Senie*** *joined IDG in February of this year.*

**Who are your primary customers?** Our customers are largely external clients, but we also help IDG groups with social programs of their own, be it social listening, social presence management or blogger outreach.

**What are the key skills required to do your job?** Organization is an integral part of the day to day. On average, we have 10-plus programs going at once, each with different objectives. You also need to be able to communicate clearly and effectively, both internally with program managers and externally with clients and with contractors, i.e. bloggers/threaders. Lastly, you need analytical skills. You need to be able to measure program performance and say, 'We achieved this with this' to the client. You need to know where those numbers came from and be able to explain what they mean.

**A typical day** I begin by making a to-do list organized by client/program. Then I work my way through the list. This could mean communicating with bloggers, writing a blogger guide, joining IDG global colleagues on a call to share social media best practices or working on a community threading performance report.

**Most challenging part of your job** Staying on top of it all. It's a juggling act, helping manage that many programs with so many moving parts.

**One thing colleagues would be surprised to learn about you** I was born in Moscow, Russia.

# noteworthypeople

## New employees

Balch

**Christan Balch** joins **IDG Corporate Communications** as corporate communications designer. She was previously a research assistant and curriculum designer for the ScratchEd Research Team at Harvard University's Graduate School of Education. She holds a B.A. in psychology from Ithaca (N.Y.) College and an Ed.M in technology, innovation and education from Harvard's Graduate School of Education. A fan of the Maker Movement, she spends her free time "tinkering with new technology tools or discovering interesting ways of using the old." Guerrilla Maker Space, a pop-up creativity project she founded with a fellow designer, was featured in MAKE Magazine and Harvard's Ed. Magazine. christen_balch@idg.com

Wang

**IDC China** has hired **Yves Wang** as senior research manager with its Manufacturing Insights group. He was previously responsible for global sourcing with France Telecom; he has also worked for Sony Mobile and Foxcom. He earned an M.A. in sourcing and supply chain management from France's Grenoble Business Management School and is currently in a Certified Professional in Supply Management program. Away from the office he enjoys photography, swimming, table tennis and running. ywang@idc.com

Funck

**IDG Sweden** has hired **Anneli Funck** as an assistant project leader for Internetworld's Webbdagarna event. Previously a project leader with Atom Communication, she attended the Stockholm Hotel and Restaurant School. Away from the office she enjoys spending time with family and friends and tackling her to-do list. anneli.funck@idg.se

## anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

### 31
***Kim Pennett*** *IDG Enterprise*

### 26
***Nancy Sheehan*** *IDG*
***Mike Malone*** *IDG Corporate Services Group*

### 25
***Bradley Christenson*** *IDC*

### 24
***Sven-Erik Remmare*** *IDG Sweden*

### 23
***Nancy Newkirk*** *IDG Corporate Services Group*

### 19
***Jodie Naze*** *IDG Enterprise*

### 18
***Michael Cousins*** *IDC*
***Sandra Ng*** *IDC Singapore*

### 16
***Mariusz Mierzejewski*** *IDG Poland*
***Marie Sörberg*** *IDG Sweden*
***Luis Ibarra*** *IDG Consumer & SMB*

### 14
***Milly Xiang*** *IDC China*

### 13
***Daphne Chung*** *IDC Singapore*

### 12
***Roz Burke*** *IDG Enterprise*

### 11
***Nigel Wallis*** *IDC Canada*
***Atsushi Ohno*** *IDC Japan*

### 10
***Amita Potnis*** *IDC*
***Ankoo Batra*** *IT World Canada*

### 9
***Elizabeth Conner*** *IDC*
***John Grady*** *IDC*

### 8
***Paul Trotter*** *IDG U.K.*
***Rini Bergström*** *IDG Sweden*
***Gerson Sakurai*** *Now Digital Business (Brazil)*
***Carol Venezia*** *IDG Global Solutions*

### 7
***Zina Ashkouri*** *IDC*
***Takashi Manabe*** *IDC Japan*
***Amit Dalal*** *IDC India*
***Pankaj Chawla*** *IDC Singapore*
***Helen Chiang*** *IDC Taiwan*

### 6
***Naveen Barsainya*** *IDC Singapore*

### 5
***Jun Fwu Chin*** *IDC Malaysia*
***Jaime Teh*** *IDC Malaysia*

### 4
***Charles Stevenson*** *IDG U.K.*
***Inge van Dijk*** *IDG Netherlands*
***Fiona Wu*** *IDC China*
***Joy Xing*** *IDC China*
***Jess Lim*** *IDC Malaysia*
***Suraya Sahar*** *IDC Malaysia*

### 3
***Susanne Schubert*** *IDG Germany*
***Neli Dicheva*** *IDC Bulgaria*
***Leandro Agion*** *IDC Argentina*
***Frank Fang*** *IDC China*
***Gargi Shetty*** *IDC India*
***Aman Bajaj*** *IDC New Zealand*
***Susanna Lau*** *IDC Singapore*
***Thanh Vo*** *IDC Vietnam*

### 2
***Marzena Samsel*** *IDG Poland*
***Jon Phillips*** *IDG Consumer & SMB*
***Amy Jones*** *IDG Enterprise*
***Linda Lin*** *IDC China*
***Prasanna Narasimha Prasad*** *IDC India*
***Charles Anderson*** *IDC Singapore*
***Priscilla Heng*** *IDC Singapore*
***Michael Yeo*** *IDC Singapore*

### 1
***Daniel Goncalves*** *IDC U.K.*
***Mina Nedeva*** *IDG Connect*
***Steve Marshall*** *IDG Global Solutions*
***Brian Karlovsky*** *IDG Australia*
***Faisal Mahmud*** *IDG Australia*
***Allan Swann*** *IDG Australia*
***Noris Medina*** *IDC Miami*
***Nicolas Ide*** *IDC Chile*
***Peter Gonsiorowski*** *IDG Digital Solutions Group*
***Bo Wang*** *IDC China*
***Jane Xu*** *IDC China*
***Katherine Chan*** *IDC Malaysia*
***Min Yet Tai*** *IDC Malaysia*
***Catherine Bell*** *IDC Singapore*

## Deadline for 2015 IDG Photo Calendar Contest approaching

2015
CALENDAR
CONTEST

The time has come to sift through your photo library or grab a camera and see what inspiration you can find in the world around you. Then pick one or two of your best images and submit them to IDG's 31tst Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively. Here's how to enter:

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos (and any questions) to world_update@idg.com. Entries must be received by Sept. 12, 2014. Good luck!

# celebrating10

## Daniel Visarius

*Director, Business Development*
*IDG Entertainment*

**Home**
I grew up in Hagen, which is located in North Rhine Westphalia, Germany. For about 13 years now, I have lived in Munich, Germany.

**Joined IDG Germany**
I started to work for IDG on Sept.1, 2001, as trainee in the hardware department of GameStar's editorial team.

**Career path**
After my traineeship I became editor of the hardware department of GameStar in 2002. Two years later, I was promoted to head of the hardware department. In 2011, I became the deputy editor-in-chief of GameStar.

**Current title**
Since October 2013, I have been director, Business Development for IDG Entertainment. I'm responsible for all non-media sales revenues, focused on the online space. That includes, but is not limited to, our paid service GameStar Plus, our product line of GameStar-PCs and –Notebooks as well as our other e-commerce efforts such as price comparison and Amazon affiliates. Development of new business and controlling profitability and conversion are my other responsibilities.

**Most challenging part of your job**
Steadily improving my workflows to keep up with my workload. Optimal prioritization is also important to make sure the most important tasks get the most attention.

**Best part of your job**
New stuff and different challenges every day, with a lot of interesting discussions with my business partners.

**Latest accomplishment**
Launch of GameStar Plus, a new paid service designed to substantially increase online reader revenue. Users of GameStar.de are now faced with an easy either/or choice: Either they switch off their ad blocker or they pay for the fair use of GameStar.de without any banners and get several extras on top. (At German tech websites, the installation rate of ad blockers is around 50%, so the available ad inventory is limited to half the number of the overall page impressions.

**Career highlight**
A couple of business trips to Asia.

*__Daniel Visarius__ has been with IDG Germany for 13 years and was among a large group of colleagues who celebrated their 10-year milestone at a dinner hosted by company CEO __York von Heimburg.__*

**Memorable work moment**
So many I can't pick a single one. Especially in the early years when we all were a lot younger and gaming journalism was in its newer, wilder years, we had at a lot of laughs.

**What's kept you at IDG for 10 years?**
The chance to do new things all the time.

**What I'm doing to be a better employee**
Manage my impatience. I always want things to happen more quickly.

**Interests outside the office**
Politics, economics, civilization, technology, soccer, fashion and video games.

**Your last meal would be**
Penne arrabiata.

**Manager's profile**
"Even if you arrive at the office very early in the morning, there is a good chance Daniel is already sitting at his desk working on one of his many projects — surrounded by at least three monitors. And when he leaves the office, it's not uncommon that he also turns the lights off. Getting things done is one of Daniel's main strengths. Getting the best result is always paramount for him. He always puts the highest demands on himself, which has not only earned him respect among colleagues but has made him an important part of the management structure of IDG Entertainment."

— *Frank Maier, publisher, IDG Entertainment*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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# IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *pages 2,4* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

## Interns gain real-world skills while making substantial contributions

*Thirteen interns chosen from more than 2,000 applicants worked on a variety of projects for IDC managers in research, consulting, marketing, sales, IT and human resources.*

**SEE MORE ON PAGE 5**

## Also inside

Small-group format CIO Empowerment gets big results

One on one: IDC's Karsten Weide talks about online and programmatic advertising

New premium demand gen offering: IDG Sales Sonar

*Unsung Hero: IDC Latin America Human Resources Assistant Marisol Serrano is this week's nominee.*

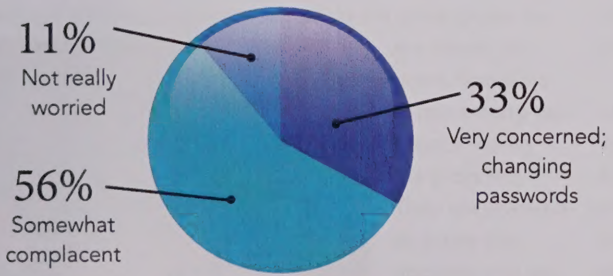
**SEE MORE ON PAGE 8**

2015
CALENDAR
CONTEST

**SEE MORE ON IDG CENTRAL**

## Question of the week results

What's your reaction to the recent theft of up to 1.2 billion user names, passwords and/or email addresses by Russian criminals?

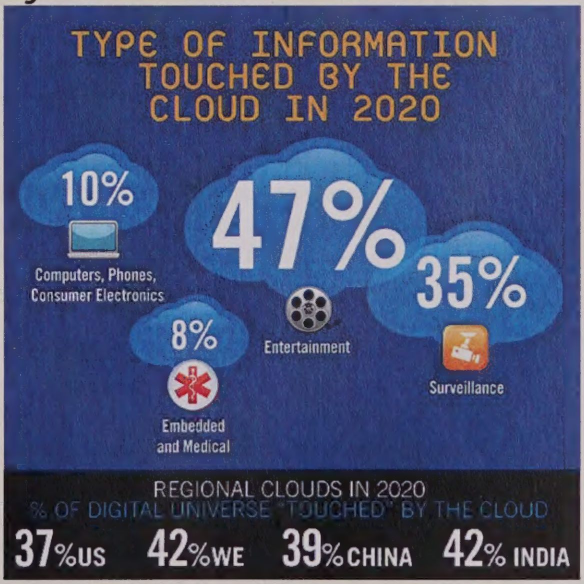


**Log on to www.idgcentral.com to vote on this week's question:**

Which do you prefer: earbuds or headphones?

CLICK HERE

## By the numbers...



*Source: IDC's Digital Universe Study, 2012*

# IDC's CIO Empowerment Program sees big results from small-group format

In FY15, IDC Latin America will be entering its fourth year of an educational program that provides business and leadership tools to the CIO community. The CIO Empowerment series aims to help CIOs drive innovation within their organizations by creating an environment where sponsors can interact and develop strong relationships with CIOs from top companies in the region.

Held in Brazil, Mexico and Chile, CIO Empowerment is a three-day event for 20 to 30 CIOs and six to nine sponsors. "We only offer this program in countries where we have strong ties to the local CIO community," said **Federico Amprimo**, director, Integrated Marketing Programs & Sales Advisory, Latin America. "Through our CIO relationship program we identify several actions that can help CIOs in different ways, including the CIO Empowerment series, other events or one-on-one meetings, and then our country manager visits them to present those initiatives personally as a way to develop a relationship."

The FY14 program, called "Leading Strategy into Action," focused on general business skills; the FY15 program will address change management. The CIOs use a simulator tool developed by IDC's partner, Brazil Management Institute, that incorporates a methodology developed by MIT. Using an exclusive simulation training platform, CIOs develop skills such as effective and strategic communication, managing teams for high performance, business management and retention of talent, among others. In the process, they also work on how to make IT more strategic within their companies.

The course is composed of six working sessions. CIOs break out into six groups and remain in the same group for the whole program. Sponsors rotate among the groups during the program. They are involved as active participants and are encouraged to send their country manager or a senior executive. Each sponsor has a 15-minute slot during their time with each CIO group to convey a brief message about their company and how they can help CIOs.

***CIOs and sponsors work collaboratively during one of the workshop sessions.***

*IDC Mexico Country Manager **Edgar Fierro** addresses the participants at a recent CIO Empowerment program.*

IDC's role is serving as an emcee/host for the program and maintaining the relationship with the CIO community. "So far the program has been a great success," Amprimo said. "All attendees really like the experience and the value IDC brings to the table."

Some comments from recent participants include this from the CIO of a major car manufacturer in Brazil: "The training was presented in a differentiated and winning format. The working dynamics helped me to get to know my CIO colleagues and exchange valuable experiences. The environment was always positive, even though it was sometimes challenging. IDC did an excellent job with a very well-organized and high-level event." And the sales director at a top IT vendor said: "The content, the format, the organization, the support material and the networking opportunity are key in this training. We learned with the CIOs and observed their behavior when making decisions."

Several years ago IDC Latin America tried hosting a conference modeled after IDC's CIO Summit series, currently operating successfully in Europe, Africa and Asia, that brings CIOs to resort-style locations for conference sessions and one-on-one meetings with sponsors. With a large number of similar events in the region, "we decided to do something different not only for the CIOs but for the sponsors as well," Amprimo said. "The environment we've created is similar to a school or university, and the close-knit nature of the course helps create long-lasting relationships among the participants." And, while the program is usually held outside a major city, the location is still convenient for participants to get to.

# OneonOne

## Karsten Weide

*IDC*

***The program VP, Digital Media and Entertainment, is this week's columnist. Reach him at kweide@idc.com.***

> "In the U.S. last year, about 18% of all spending was RTB-based, but by 2018 it is going to be more than 40%. And by the early 2020s, it will get close to 75%, 80%."

**Q What kinds of research services does IDC have related to Internet advertising?**

A We are focusing on providing numbers on digital advertising spend across the world. Because despite the promises that were made when Internet ads were first sold regarding how they would provide better statistics and accountability, there's still a great dearth of data in the industry. We provide this data in the New Media Market Model (NMMM) and in the quarterly Ad Spend Report. The ad data in the NMMM was so popular with publishers that we have decided to spin off another product called the Worldwide Digital Advertising Market Model, which will provide even more detail for publishers for their sales and corporate strategy planning. And then, of course, we also provide qualitative research on the hottest trends, such as mobile advertising, video advertising and programmatic advertising and real-time bidding (RTB).

**Q Who are some of your key customers for this line of business? What are some examples of the types of research these various clients are looking for most often?**

A Clients are mainly publishers such as Facebook, Walt Disney and Yahoo! but also ad tech vendors like Millennial Media and Neustar and financial outfits such as Morgan Stanley. They are looking for data on advertising spend for their sales and corporate strategy planning. Often they are looking for very detailed numbers, e.g., how much spending was there in the automotive industry in the U.S. on mobile display ads in the first quarter of 2014? Or, how did the vendor market shares in display advertising change over the last five years? IDC can provide that. Clients know we are on the cutting edge of what can be done; for vendor market shares, mobile advertising and real-time bidding, IDC was the first in the industry to provide those.

**Q What are IDC's projections on the growth of programmatic advertising, both globally and in a few selected countries/regions?**

A We are on the cusp of a seismic shift in display advertising that will leave no stone unturned. As you may know, search advertising has always been largely automatic. But in display, you would be surprised at how primitive it still is. For instance, most sales are still done as if we were at a newspaper 80 years ago. One person picks up the phone to call another person and ask: 'Do you want to buy my stuff?' Much of the work is still manual. There are 40 to 60 steps involved from planning an ad campaign to buying the media to trafficking it to reporting on it. There is a lot of manual labor involved, and there is little integration of the workflow.

So there is a big push in the digital ad industry right now to integrate the workflow and then to automate and optimize it. First, through programmatic trading (i.e., advertising exchanges) and, lately, through real-time bidding technology. RTB is like programmatic trading on steroids, in which every single advertising placement, as it is created by a user opening a web page, is auctioned off to the highest bidder in real time within less than one-twentieth of a second. Advertising automation had been first used to sell unsold, "remnant" advertising placements. But now it is also being introduced to sell so-called guaranteed or premium inventory, which is the vast majority of spending. And with that, the entire display advertising market is open to automation. And I think that the upsides of automation, particularly for the buyer and buyer demand for it, are so great that eventually most display ads will be sold and transacted using RTB technology.

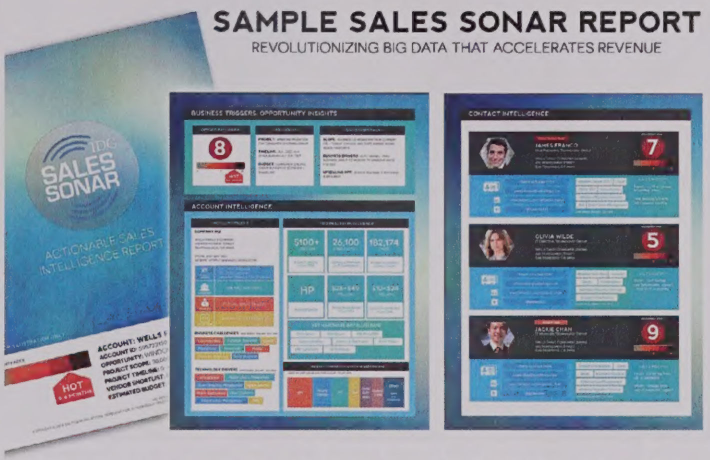
In the U.S. last year, about 18% of all spending was RTB-based, but by 2018 it is going to be more than 40%. And by the early 2020s, it will get close to 75%, 80%. The major European markets and Japan are perhaps 18 to 24 months behind. Major emerging markets have only just begun to introduce RTB.

**Q What are the main ways programmatic advertising is changing the ad industry?**

A It makes ad campaigns cheaper to buy, cheaper to run and more effective. So, ad agencies and their clients get a better return on investment. For publishers, it's really a question of survival. They can either go RTB, or they can go out of business eventually. Because ad agencies are already voting for RTB with their wallets, and you can see it in the numbers: display ad sales of vendors who do offer programmatic, such as Google, Facebook and Twitter, go through the roof, while those who do not — Yahoo comes to mind and the New York Times — see a decline. Once the pain tolerance of these "traditional" new media publishers has been exceeded, they will also adopt RTB.

*continued on page 7*

# New premium demand gen product detects buying signals


SAMPLE SALES SONAR REPORT
REVOLUTIONIZING BIG DATA THAT ACCELERATES REVENUE
IDG SALES SONAR
ACTIONABLE SALES INTELLIGENCE REPORT
HOT
8
7
5
9

***IDG Sales Sonar reports provide vendor sales teams with insight into target accounts' purchase plans.***

IDG Communications has launched a premium demand generation product that offers unprecedented insight into IT purchasing teams at major corporations. Called IDG Sales Sonar, the new business intelligence platform takes full advantage of IDG's big data capabilities to continuously monitor IT buying teams' information consumption for buying signals, allowing IDG to provide customers with actionable sales intelligence.

Jointly developed by IDG Enterprise and IDG Connect, IDG Sales Sonar is currently being sold by IDG Enterprise, IDG Connect and IDG Global Solutions.

At the heart of IDG Sales Sonar is the IDG Connect database of 20.1 million U.S. prospects. "By standardizing on one platform, we can offer consistency but also scale the value proposition by layering the Connect database with the IDG Enterprise database to create a market-leading solution," said IDG Enterprise CEO **Matthew Yorke**.

"IDC and IDG research reveals that buyers are 75% of the way to making a buying decision before they engage with vendors," said **John O'Malley**, CEO of IDG Connect. "We gather intelligence from IDG's vast data sets — including research and branded conversations that signal individuals involved in the buying process. IDG Sales Sonar provides vendor sales teams with a means to engage in warm conversations with a real understanding of their target accounts before trying to close a deal."

"This product absolutely plays to IDG's strengths," noted Yorke. "We have a market-leading, data-driven strategy, and we have a very large lead generation business. Essentially, IDG Sales Sonar is a combination of these two things and allows us to provide customers with up-to-the-minute information about prospects, their current market situation and impending changes in their business environment that signal buying intent."

IDG Enterprise research indicates that, on average, there are between nine and 17 individual stakeholders involved in any given significant IT purchase. IDG Sales Sonar relies on IDG's big data process to ensure that data is mined, verified and maintained with strict quality control to provide sales teams with customized intelligence — in the form of account profiles, lead templates and dashboards — on every prospective buyer.

This process includes:

- Data mining: continuously running queries over terabytes of data from IDG proprietary feeds.
- Web mining: extensive use of web crawlers and automated technologies to parse user data, company activities, news, and monitoring hundreds of trigger events that could precipitate a purchase.
- Social mining: listening to sentiments, activities, public conversations across social channels.
- Call center: Phone interviews and surveys (conducted by IDG Direct) to verify and source information.
- Ongoing maintenance and quality control.

> "This product absolutely plays to IDG's strengths. IDG Sales Sonar allows us to provide customers with up-to-the-minute information about prospects, their current market situation and impending changes in their business environment that signal buying intent."
>
> *Matthew Yorke*

Yorke said initial reaction to the product among customers who have been briefed has been extremely positive. "We have seen excellent customer reaction to this product and strongly favorable reviews versus competitive solutions. We feel confident we have a market-leading solution."

For more information, contact Matthew Yorke or Andrew Sambrook, VP, operations, IDG Connect. ■

# IDC interns gain real-world skills while making substantial contributions

***Left to right: Maggie Li, Carly Leonard, Jocelyn St. Martin, Alyson Kraft, Sarah Robertson, Suya Xiong, Jarrod Slavinskas, Yaoshan Xu, Mengjia Chen, Aaron Belowich. Missing from photo: Steven Lundstrom, Sam Fontaine and Ameya Lele.***

MICHELLE HOCKMAN

As it has for more than 15 years, IDC welcomed a group of interns to its offices in Framingham, Mass., and San Mateo, Calif., where they have spent the summer gaining real-world experience while making significant contributions in a number of areas. The 13 interns — selected from an applicant pool of more than 2,000 — are working under the supervision of IDC managers in research, consulting, marketing, sales, IT and human resources.

Organized by Human Resources Manager **Michelle Hockman**, IDC's internship program is designed to provide significant benefits to both the young people hired for the summer as well as IDC. "The program helps to create a pipeline of potential future employees while providing talented and high-potential young people with an opportunity to explore career options and gain marketable business skills," Hockman said.

The 10-week program kicked off on June 25 with a breakfast at which **Jonathan Guloyan**, VP marketing and former intern manager, welcomed the interns and talked to them about how to have a successful internship at IDC.

For Aaron Belowich, a senior at George Washington University in Washington, D.C., pursuing a B.S. in economics and statistics, IDC has been "a great place to learn." Working for **Carrie MacGillivray**, program VP IoT, Mobile Services & Network Infrastructure, Belowich is completing a project that will profile approximately 50 companies that are involved in the IoT market.

"I think I've most benefitted from the fact that all the analysts here at IDC are really experts in their particular field of study," Belowich said. "On my team, we work with IoT, mobility and network infrastructure, and the entire team — **Brian Haven** [senior research analyst, U.S. Mobile Consumer Services], **Sathya Atreyam** [research manager, Wireless Network Infrastructure], **Denise Lund** [research director] and Carrie — are so knowledgeable about their individual research areas. As an intern without any previous technology experience, it means I have great teachers. They answer my questions, challenge me to consider my own thinking and point me in the right direction when I'm stuck. They also serve as a reminder that no matter how complex IoT may be, they've learned the in's and out's, so I can too."

> "IDC has an exceptional reputation in my field of study, and I have found the work environment to be outstanding; the relaxed and friendly atmosphere have really allowed me to be learn and work productively."
>
> *Steven Lundstrom*

For three-time IDC intern Steven Lundstrom, it is IDC's commitment to providing interns with meaningful work that has proved especially rewarding. "Unlike many companies, IDC allows its interns to participate in a significant way," said Lundstrom, who is working in the Global Technologies and Research Group and being supervised by **Monika Kumar**, Program Vice President. "Seeing work that I have done make its way into publications is extremely satisfying and provides me with a sense of accomplishment and contribution that you would not usually expect from an internship."

A junior in the business administration program at Framingham State University, Lundstrom said working at IDC has provided him with real-world, practical experience that has given him unique insight into his college courses and helped further his understanding of the material. "IDC has an exceptional reputation in my field of study, and I have found the work environment to be outstanding; the relaxed and friendly atmosphere has really allowed me to learn and work productively."

And the benefits definitely flow both ways, noted **Joseph Pucciarelli**, VP & IT executive advisor, IDC IT Executive Programs, who is supervising Suya Xiong, currently pursuing a master's degree in mass communication at Boston University. "Without question, the business value for IDC is significant, tangible and measurable. We

*continued on page 6*

*continued from page 5*

# IDC interns

compete in a global economy for skills and talent — our business is based on intellectual capital — and for us to win in the marketplace, we have to attract and retain the very best.

"The opportunity that interns afford is that when they go back to school, they tell their classmates about the (hopefully) great experience they had at IDC. This strengthens our brand and potentially creates a future pipeline of interested candidates."

IDG WORLD UPDATE

***Brian Haven*** *and* ***Sathya Atreyam*** *with intern Aaron Belowich.*

Word of mouth is exactly what convinced Maggie Li, a newly minted MBA from Bridgewater State University, to apply to the program. "One of my friends — **Iris Feng** — has been working at IDC for almost three years, and she told me it was a great company to work for. That's why I applied," said Li. (Feng, herself an IDC intern in 2011, was hired as a research analyst in February 2012. In June, she joined the Storage Systems and Software group as a senior research analyst.)

Li is working in IDC's IT department and being supervised by Director, Enterprise Solutions Planning **Bronwyn Cleary**. She said she was attracted by IDC's reputation and worldwide footprint. "IDC is one of the world's top research companies. In addition to that, I am originally from China and went to school in the U.S. I consider myself a global person. IDC's background fits mine well."

ating 50 Years of Leadership in IT Advice
JESSICA GOEPFERT

*Intern Steven Lundstrom with supervising manager* ***Monika Kumar****.*

Last week there was a wrap-up session for the interns during which they participated in a "speed networking exercise" designed to help them reflect on and summarize their experiences at IDC. "Our HR team does a great job of fostering camaraderie among the interns by hosting a kick-off and a closing event," said **Jackie Kliem**, product marketing manager, WW Tracker Group, who supervised Sam Fontaine, currently pursuing a B.S. in computer science at Purdue University. "They also promote a Wednesday brown bag lunch, where all the interns pick a conference room and have lunch together to discuss projects they are working on, ask questions about the company,and so on."

For more information about the internship program, contact Michelle Hockman. ■

## A supervising manager reflects on the value of IDC's internship program

***Joseph Pucciarelli,*** *VP & IT executive advisor, IDC IT Executive Programs, shared some thoughts on the value of IDC's summer internship program.*

**Q How many years have you supervised an intern?**

**A** This year is only the second time that our team has had an intern. The vicissitudes of the workplace mean that some years there are projects that are well suited to the bright, energetic approach that interns typically bring to an assignment; other years, not so much.

From our perspective, identifying an appropriate project for an intern is crucial to the overall success of the endeavor. In our view, the ideal situation is a project with a mix of independent and collaborative aspects. Also, it is important to have a clear end-view as to how the project concludes. We strive for assignments where the intern can see a project through to full closure. Being able to structure the assignment so the output can be clearly identified highlights their contribution—and gives them a specific asset they can include on their resumes.

**Q Why do you participate?**

**A** From a personal perspective, there is real satisfaction in helping a young adult explore a new area, structure a project and then see it through to conclusion. You get to see the gleam in their eyes as they master new skills. From a business viewpoint, having an intern on the team can be very useful because they question everything. They challenge us to explain to them why we do things a certain way, and, in their questioning of our routines, they cause us to pause and re-examine them — highlighting operational glitches that have been inadvertently overlooked.

***Pucciarelli***

**Q What value does the internship program bring to IDC?**

**A** Interns bring energy and enthusiasm but often little direct experience. The internship program gives us an opportunity to get to know a potential future employee, evaluate how they can contribute in a broader business context and assess their skills and grit in pushing a project through to completion in a short timeframe.

**Q Any specific high points of the program?**

**A** Without question, the high point of having an intern is seeing that individual join IDC and then succeed in their role. In our case, we did not have a full-time position available to offer our first intern, **Benjamin McGrath**, when he graduated the next year but another team did. The hiring manager had many choices,but selected our former intern, who I am delighted say, has thrived at IDC.

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

### 28
***David Bromley*** *IDG International Publishing Services*

### 25
***Simon Salamon*** *IDC*

### 22
***Michael Wallace*** *IDC*

### 21
***Carol Glasheen*** *IDC*

### 19
***Danielle Levitas*** *IDC*
***Gemma Dietrich*** *IDC*
***Keith Kmetz*** *IDC*

### 18
***Joel Åsblom*** *IDG Sweden*

### 16
***Christina Kearney*** *IDC*
***Amy Konary*** *IDC*

### 15
***Jim Hutson*** *Engineering Solutions Group*
***Cushing Anderson*** *IDC*
***Hoang Nguyen*** *IDC*

### 14
***Charles Kolodgy*** *IDC*
***Filomena Cherta*** *IDC*

### 13
***Leslie Short*** *IDC*
***Robert Weber*** *IDC*

### 12
***Michael Shirer*** *IDC*

### 10
***Stacy Crook*** *IDC*
***Lisa Rowan*** *IDC*

### 9
***Kathleen Hobin*** *IDG Technical Services Group*
***Laura DuBois*** *IDC*
***Lynne Dunbrack*** *IDC*

### 8
***Takuo Tsuya*** *IDC Japan*
***Joel Westerholm*** *IDG Sweden*
***Wayne Yii*** *Digital Solutions Group*
***Ryan Reith*** *IDC*
***Shannon Roche*** *IDC*
***Heather Levinson*** *IDC*
***Francis Dunne*** *IDC*

### 6
***Kory Salsbury*** *IDG Technical Services Group*
***Kimberly Robinson*** *IDC*

### 5
***Dayna Klein*** *IDG Enterprise*

### 4
***Rosalind Craven*** *IDC U.K.*
***Chris Catatao*** *IDG Connect*
***Chris Dover*** *IDC*

### 3
***Edward Qualtrough*** *IDG U.K.*
***Renata Grabowiec*** *IDG Poland*
***Mona Nesnas*** *IDC MEA*
***Christer Björkin*** *IDG Sweden*
***Chirag Dekate*** *IDC*
***Gail Fulciniti*** *IDC*
***Heather Hargraves*** *IDC*
***Chadwick Huston*** *IDC*

### 2
***Andre Santos da Silva*** *Now!Digital Brazil*
***Leslie Santiago*** *IDC*

### 1
***Matthew Brunning*** *IT World Canada*
***Sophie Kleine*** *IDG Germany*
***Krzysztof Pielesiek*** *IDG Poland*
***Anulekha Shetty*** *IDC MEA*
***Danielle Zion*** *IDG Connect*
***Sharon Florentine*** *IDG Enterprise*
***Jess East*** *IDG TechNetwork*
***Allan Fromen*** *IDC*
***Lauren Byrnes*** *IDC*
***Pedro Silva*** *IDC*

## Educational fund to benefit IDC colleague's sons

This past May, Romina Adduci, telecommunications program director for IDC Latin America, lost her yearlong battle with cancer. Recently, an educational fund has been established for her two young sons.

Click here for more details or to make a donation at the GoFundMe site.

gofundme

Romina Adduci's Children Fund

*Show your support at the link below...*

www.GoFundMe.com/RominasKids

Visit using your phone!

# noteworthypeople

## New employees

Previously an assistant event manager intern with Future of House Events, **Gideon Morgenland** joins **IDG Netherlands** as a business media marketing and events intern managing event website content and assisting in event marketing. He is working toward a B.A. in event management from EuroCollege Hogeschool in Rotterdam and enjoys IT industry news, music and movies. gmorgenland@idg.nl

**IDC Singapore** has hired **Cathy Huang** as a research manager with its Services group; she will support the regional sales team and program customers with research and consulting for all IT services and business consulting. She has more than six years of experience in IT industry research and business consulting. A graduate of the City University of Hong Kong, she holds a B.A. in social sciences in policy studies and administration and an M.A. in public policy from the National University of Singapore's Lee Kuan Yew School of Public Policy. chuang@idc.com

**Mike Monaco** joins **IDG TechNetwork**'s New York City office as project manager, Digital Platform Operations, charged with consolidating all of IDG's international digital ad serving technology into one centralized global ad stack. He was previously head of advertising operations with SeekingAlpha.com. He holds a B.A. in French language and literature from New York's Fordham University. He was also an IT/computer systems specialist in the U.S. Army Reserve for several years. In his free time he enjoys hockey, skiing and brewing beer. mike_monaco@idgtechnet.com

## Returning employees

**Baron**

Previously director of sales with IDG Connect, **David Baron** returns to IDG as sales manager, Custom Solutions, at **IDC Framingham**. He was most recently VP, Sales with iModerate Research Technologies. A graduate of the University of Maine/Orono with a B.A. in communications, he enjoys snowboarding, tennis, cooking and spending time with his family, friends and dog Jazz. dbaron@idc.com

*continued from page 3*

# One on one

**Q As you look ahead a couple of years, what do you predict for other changes to come?**

A We will see mobile advertising catching up to the automation in the online ad space. Mobile is about two years behind online, mainly because several different platforms have to be served, and because ad targeting on mobile devices (i.e., reaching particular kinds of consumers) is still much more primitive than on the PC. But fixes are in the works, and once they are in place we'll see an even more rapid adoption in mobile than in online. We also already see the same happening in video advertising. Beyond that, we will also begin to see advertising automation taking hold in traditional media. First in cable TV (integrated with online video advertising), but also in radio,and even in print advertising. There is a lot of change coming down the pipeline for the advertising industry. ■

# unsunghero

## Marisol Serrano

*Human Resources Assistant*

*IDC Mexico*

***Akemi Kimura**, IDC Latin America Human Resources manager, has named Human Resources Assistant, Latin America **Marisol Serrano** as her team's Unsung Hero. "Marisol has a great attitude with all users. Like a psychologist, she has a natural listening capacity and gives you all the time if you need to talk with someone. She is very patient with our customers. During the past three years Marisol has learned a lot about our industry, understands the IDC analysts' profiles and can find the right professional for the right Latin America region."*

### Home

Mexico City, Mexico

### Primary job responsibilities

I am currently recruiting the most talented candidates to join IDC Latin America, which allows me to interact with internal and external personnel, both through social networks and traditional methods. I recruit potential employees for all positions, including interns, every level of analyst and sales representatives. IDC Latin America has offices in Chile, Argentina, Peru, Brazil and Mexico, so interviews are done by Webex, Skype, telephone and in person. On average, we interview around seven people for every job vacancy.

### Three things I do in a day's work

- I promote the job openings we have on specialized websites.
- I look for talent on social networks to identify ideal future IDC employees.
- I interview the most relevant candidates to see who can become a new member of IDC.

### What I love most about my job

I like the contact I have with people and the freedom that I have to do my job.

### A hot-button issue that I'm dealing with

The cultural dynamics and the different styles of working in each country and doing recruitment through new technologies. For instance, we get better response rates using traditional print publications in Argentina, while in other countries social media is more effective.

*Human Resources Assistant **Marisol Serrano** joined IDC Mexico in 2010.*

### Latest accomplishment

Finding very talented and valuable candidates to join the company. For potential employees we review what they did in their previous jobs in detail and their knowledge of technology and data analysis. In case they have little experience in this area we need to know if they are interested enough in technology to learn and develop a career in IT market research. The important thing is to listen to the candidates and see if their personal interests and knowledge fit our requirements.

### What I'm doing to be a better employee

Learning to use new technologies and tools for recruitment processes.

### Interests outside the office

Volunteer work with children related to early learning, and social activities at senior centers.

### What others can't tell just by looking at me

I love reading comics as I am a fan of their design.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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**John O'Malley** *IDG Connect*
**Marisol Serrano** *IDC Latin America*
**Karsten Weide** *IDC*
**Matthew Yorke** *IDG Enterprise*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

11 AUGUST 2014 | VOLUME 44, NUMBER 31 | WWW.IDGCENTRAL.COM

NEWS - page 2 | ON THE JOB - page 3 | ANNIVERSARIES - page 5 | UNSUNG HERO - page 6

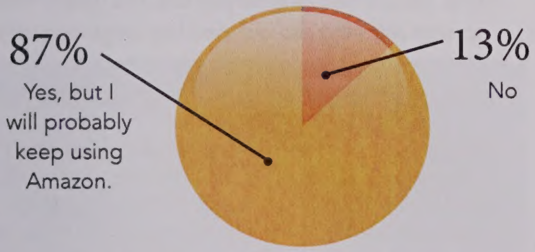
## Staff at IDG Germany celebrate a decade of service

*Thirty-three colleagues who had reached the 10-year milestone since 2010 — the last time IDG Chairman Pat McGovern hosted an anniversary dinner there — enjoyed an elegant dinner in honor of their long tenures.*

**SEE MORE ON PAGE 5**

## Question of the week results

Does Amazon's conflict with book publishers over revenue share and promotional tactics make you think twice about using the online retailer?



**Log on to www.idgcentral.com to vote on this week's question:**

What's your reaction to the most recent theft of up to 1.2 billion user names, passwords and/or email addresses by Russian criminals?

CLICK HERE

## Also inside

- IDG World Expo produces BlogHer conference
- On the job: IT Quality Assurance Analyst Iris Whalen
- Unsung Hero: IDC Florida's Luciano Crippo
- Enter the 2015 IDG Photo Calendar Contest

## CIO Perspectives comes to Boston

*Editor-in-chief, CIO magazine & Events* ***Maryfran Johnson*** *gets ready to introduce the panel that participated in a Google Hangout last week.*

IDG Enterprise produced the latest in its CIO Perspectives conference series last week in Boston. With 104 qualified attendees on site and supported by 10 sponsors — led by underwriter Randstad — the one-day program looked at transitioning to a digital enterprise, accelerating transformation inside the IT organization (presented by **Meredith Whalen**, SVP, IT Executive, Industry and Financial Research, IDC), unlocking innovation and keeping pace with mobile customers, among other topics. Presentations bookended a networking lunch with hosted discussion tables.

The program featured a panel that explored venture capital investment trends and was broadcast via a Google Hangout. The panel hosts, Michael Krigsman and Vala Afshar, also host CXO Talk, a Web-based program. This is the third time CIO Perspectives has incorporated a CXO Talk/Google-Hangout this year. One of the incoming questions to the panel via Twitter came from a CXO Talk participant at the CIO Perspectives Virginia conference in June. "It was great to see that kind of interest carry through from event to event," said CIO Staff Writer and Speaker Manager **Lauren Brousell**.

# IDG World Expo produces BlogHer '14 conference

IDG World Expo put on its producer's hat for the recent BlogHer '14 annual conference, held last month in San Jose, Calif. The event, which is by and for women bloggers, also saw the launch, in conjunction with sponsor Skype, of a new way for attendees to connect before, during and after the event.

IDG World Expo provided marketing, sales, event services and strategic planning support. The event attracted 2,500 attendees, 200 speakers and more than 100 sponsoring brands for three days of networking, high-profile keynote sessions and celebration of 10 years of the BlogHer community. Among the speakers and panelists were Huffington Post founder Arianna Huffington, comedian Tig Notaro, Re/code co-CEO Kara Swisher and actress Kerry Washington.

Major sponsors included Skype and McDonald's; altogether there were more than 100 sponsoring brands. "We created both custom and turnkey marketing packages that met the specific needs of each sponsor. The digital aspects of the sponsorship packages appeared on the BlogHer Conference sites, BlogHer.com, event apps and digital signage," said IDG World Expo VP, Marketing **Melissa Messier** said.

"One of the unique aspects of the BlogHer event," Messier continued, "is the ability to offer digital advertising and branding as part of the sponsorship packages, which amplifies the sponsor's reach significantly." Messier said BlogHer is a community of 100 million, reaching more than 60 million women each month via its blogs, plus another 40 million fans and followers across the BlogHer influencers' social media profiles on Facebook, Twitter and Pinterest. "Not all events are able to offer digital ads and branding as part of their sponsorship packages, and very few can offer this type of reach," Messier said.

## BlogHer targets women in social media

BlogHer is a leading cross-platform media and event network created by, for and with women in social media. BlogHer publishes and syndicates news, information, advice and research on women in social media and hosts several conferences.

The conference series, which debuted in 2005, was the first step toward the creation of the "BlogHer Economy," which has resulted in BlogHer paying more than $25 million to bloggers and influencers from 2009 to 2012. Bloggers are paid either via an advertising revenue share or on a work-for-hire scale, currently $50 per syndicated or assigned post.

BlogHer '14 saw the debut of the BlogHer Buddy System, a program powered by Communication Sponsor Skype that is designed to connect groups and individuals before the conference and enhance attendees' experiences and sense of community during it. "The Buddy System was created as a joint project of BlogHer and World Expo with Skype's assistance and technology," Messier said. "It's meant to give attendees a lot more answers to the question, 'Who will I know at the conference?'"

© BlogHer 2014

*Huffington Post founder Arianna Huffington was interviewed by Canva Chief Evangelist Guy Kawasaki at BlogHer '14.*

The BlogHer Buddy System had the following two main components:

- *Chat groups.* Via Skype, attendees could connect with others who share their interests or life situations before the conference, arrange to meet at the event and stay in contact after it.
- *Veteran-to-newbie mentorship.* This allowed first-time attendees with questions about the event to connect by Skype with veteran BlogHer attendees willing to help new attendees in one-on-one pairs, giving the new attendees a friendly face looking out for them at the conference.

Messier said World Expo is currently evaluating the Buddy System for use at future BlogHer events.

A World Expo team of 12 worked on the event, and 11 were on site in San Jose. Messier said that feedback from both sponsors and attendees "has been extremely positive." It was the second time in recent months IDG World Expo had produced a BlogHer event, following BlogHer Food in Miami in May.

IDG World Expo produces a variety of events for other organizations, including E3 (for the Entertainment Software Association) and Anime Expo (Society for the Promotion of Japanese Animation). Its owned and operated events include Macworld/iWorld, Digital Entertainment World and the Game Marketing Summit.

Contact Melissa Messier. ■

*Job Spotlight*

# On the job: IT Quality Assurance Analyst

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name** Iris Whalen

**Business unit** IDG Corporate Services Group, Technical Services Group (TSG)

**What does an IT quality assurance analyst do?** I verify that software works exactly as it's supposed to and provide application support to user groups. This involves thoroughly reading and analyzing project design specifications for software enhancements and bug documents for fixes and participating in meetings with user groups and developers. I create a test plan that outlines all the tests to be executed. Once development is complete and the software is ready for testing I run the test plan to ensure exact delivery of the specified functionality.

When I run tests, I pretend to be a user of the product and use it exactly as they would in their job. This includes processing transactions, running inquiries, creating reports or documents such as invoices. I really hone in on the minute details to make sure there are no error messages interrupting usage, results are accurate and there are short response times for the application. The software is either developed by outside vendors or in-house by our developers, and I spend time working with both sets. I assure that they understand what we are trying to deliver and assist them as they work to adjust the code in an application as needed.

The application support portion involves responding to Help Desk cases from the users for these applications. Sometimes this involves troubleshooting with developers, acting as a liaison with Operations staff or acting as a training resource for the users.

**What service do you deliver, and who are your primary customers?** It's my job to ensure all users have the best experience with the systems I support and that all software works with a quick response time and correct results. Our customers are all internal. We work with the Finance/Billing groups of every IDG and IDC business unit, as well as the other Corporate Services Group members.

**What are the key skills required to do your job?** Experience with the black-box testing methodology, which examines the functionality of an application and includes unit-, integration- and system-level regression testing, as well as test-plan development skills. Knowledge of the software being supported, as well as accounting principles, experience working in an accounting or financial setting and a high level of detail orientation. Also, troubleshooting, problem solving and communications skills allow for effective interface with customers, other TSG staff and software vendors.

*IT Quality Assurance Analyst* ***Iris Whalen*** *joined IDG in November 2011.*

**A typical day** There is no typical day. My day is a mix of application support and development. I'm constantly monitoring our group Help Desk dashboard for cases and my email to see which applications may have automatically generated error or failure notifications. I'm also doing development work. Sometimes a client needs a bug fix, so testing and approving these fixes can be just as important as addressing Help Desk cases.

**Best part of your job** I enjoy working collaboratively with my TSG colleagues. Their positive attitudes make for a great work environment. We all work pro-actively to support our user groups. I feel my efforts impact all business units in the company, and that's very motivating.

**Why and how did you get involved in this career?** I started in financial services/banking, completed a graduate degree and wanted a change. My company invited me to participate in a project involving quality assurance testing of a new product my group would eventually use. I enjoyed it and started to seek out opportunities to do this type of work full time.

**What colleagues can't tell by looking at you** I love '60's music and wish I had been old enough to appreciate it when it first came out. I unwind in the evenings with concert movies and shorter clips from that era on YouTube.

# noteworthypeople

## New employees

Lewis

**Mark Lewis** joins **IDG Enterprise**'s Insider Program as VP. He was most recently director of product at Boston.com/Boston Globe and was with Tech Target for 10 years, leaving as director of products, Streaming Media. He holds a B.S. in communications from Boston University and tries to play basketball "as often as possible or until my knees give out." mlewis@idgenterprise.com

Nie

**IDC China** has hired **Nina Nie** as a senior market analyst, Services; she was previously with Lenovo working in sales support and project bidding. She earned a B.S. in electronic science and technology engineering from Huazhong University of Science and Technology and an M.S. in microelectronics and solid-state electronics from Peking University. nnie@idc.com

Liu

Also new at **IDC China**'s Beijing office is Market Analyst, Client Devices **Martin Liu**. He was previously a supervisor with GFK responsible for mobile communication market research and graduated from Beijing University of Posts and Telecommunications with a degree in communication engineering. In his free time he enjoys basketball, music and movies. bliu@idc.com

Mahalingam

**Balaji Mahalingam** joins **IDC India**'s Bangalore office as research director, coming from Hewlett-Packard India where he was director of strategy and planning and the Printing and Personal Systems group. He will be working closely with the consulting and sales team to develop seamless processes, new products and solutions and new value propositions. In his free time he enjoys playing snooker, traveling and spending time with his family. bmahalingam@idc.com

Karssen

**Michiel Karssen** is **IDG Netherlands**' new publisher, Consumer Media, charged with building a three-year digital roadmap. He comes from Bibliotheek.nl where he was a content manager responsible for the digital content for 900 Dutch libraries and, by working with Dutch book publishers and libraries, helped make it possible for library members to lend e-books. He studied commercial economics at Hogeschool van Amsterdam and tries to "create and sustain the perfect work/life balance." mkarssen@idg.nl

## Returning employees

Liew

New at **IDC Singapore** is Senior Research Manager, Client Devices **Kenneth Liew**, charged with covering PC, mobile phone, tablet and display research across 16 countries in the region. He has worked at Computerworld Singapore as a technology writer and also contributed to Computerworld Malaysia and CIO Asia. He has spent eight years as a telecommunications market analyst, most recently with the regional service provider SingTel. He holds a degree in computing from the National University of Singapore and an MBA from the University of Southern Queensland in Australia and is an avid triathlete. kliew@idc.com

*Send Noteworthy information to world_update@idg.com.*

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

***31***
***Mary Fanning*** *IDG Communications*

***25***
***Heinrich Vaske*** *IDG Germany*

***18***
***Andrea D'Amato*** *IDG Global Solutions*

***15***
***Aaron Jones*** *IDG Engineering Solutions Group*

***14***
***Mena Cherta*** *IDC Miami*
***Marcus Pilzweger*** *IDG Germany*

***8***
***Gerson Sakurai*** *Now Digital Business (Brazil)*
***Judi Brown*** *IDG Connect*
***Bethany Whiffin*** *IDG Enterprise*
***Marcus Jerräng*** *IDG Sweden*

***7***
***Gail Nelson-Bonebrake*** *IDG Consumer & SMB*
***Rob Burbach*** *IDC Canada*
***Fredrik Roos*** *IDG Sweden*
***Konrad Karczewski*** *IDG Poland*

***6***
***Matthew Smith*** *IDG Connect*
***Sughand Tolani*** *IDC United Arab Emirates*

***5***
***Josh Grossberg*** *IDG Global Solutions*
***Kathryn Cave*** *IDG Connect*
***Quang-Tue Nguyen*** *IDC Canada*

***4***
***Natanja Friedrich*** *IDG Sweden*

***3***
***Fabio Oliveira*** *IDC Brazil*
***Abraham Llandez*** *IDC Mexico*
***Elaine Lee*** *CIO Executive Council*
***Diana Scott*** *IDG Enterprise*
***Oscar Englund*** *IDG Sweden*
***Michelle Yang*** *IDG Korea*
***Fabio Oliveira de Oliveira*** *IDC Brazil*
***Abraham Llandez*** *IDC Mexico*

***2***
***Rich Hein*** *IDG Enterprise*
***Hans Peder Hostrup*** *IDC Denmark*
***Martin Kylberger*** *IDC Czech Republic*

***1***
***Max Crystal*** *IDG Enterprise*
***John Sellazzo*** *IDG World Expo*
***Justin Ellis*** *IDG Global Solutions*
***Mervin Miemoukanda*** *IDC South Africa*
***Sara Nur*** *IDC Saudi Arabia*
***Nabila Popal*** *IDC United Arab Emirates*

## Paint break

*Staff from IDG International Publishing Services (IPS) in Boston spent a few hours channeling their inner Picassos at The Paint Bar, a studio that hosts group outings and provides instruction to create a painting. IPS worked on Fenway Park (conveniently ignoring the fact that the defending World Champion Boston Red Sox are currently mired in last place). (From left): IPS President* ***Jim Sullivan****, IDG World Update/IDG Central Editor* ***Patricia Smith****, Intern* ***Tri Le****, Systems Manager* ***Patrick Kenney****, Office/Facilities Manager* ***Debbie Waters****, IDG News Service Multimedia Correspondent and Video Content Manager* ***Nick Barber****, Financial Manager* ***Michele Putt*** *(top), Senior Director. Learning & Development and HR* ***Laurie Butson*** *and HR Coordinator* ***Emily Hanoian*** *(far right).*

# IDG Germany employees celebrate a decade of service

IDG Germany recently organized a 10th-anniversary celebration for those employees who had marked a decade of service since August 2010 — the last time IDG Chairman **Pat McGovern** had hosted a dinner there for that milestone. Thirty-three celebrants gathered at the Hippocampus, a tiny but very famous Italian restaurant in Munich.

During the four-course dinner, IDG Germany President and CEO **York von Heimburg** reminisced about McGovern's previous visits and how he thanked people for their hard work, loyalty and commitment to IDG. Von Heimburg reminded the participants about the 10 Corporate Values and pointed out that senior employees have a special responsibility towards their co-workers.

"As Pat always told us, it is crucial for the success of IDG to spread the IDG spirit amongst the people you are working with. You can make the difference and you make IDG the best place to work. We can honor Pat's memory by carefully scrutinizing our traditional portfolio and updating/launching new products that reflect the current needs of our readers and customers."

Celebrants received a personalized engraved IDG travel mug "so you can always take IDG with you and be widely visible as a member of the global IDG family," von Heimburg said. ■

*(Front, l-r): Daniela Konicki, Susanne Schreiner, David Bhulapatna, Sabine Wagner, Sabine Anegg, Michael Braun, Stefanie Heise, Michael Beilfuss. (Second row, l-r): Jonas Triebel, Pia Kuesters, Ellinor Selbeck, Thomas Stroehlein, Sandra Holleber, Christian Loebering, Thamar Thomas-Issbruecker, York von Heimburg, Michael Trier, Michael Graf, Henriette von Wangenheim, Marcus Egger, Bernd Fischer. (Back, l-r): Sandra Holleber, Daniel Visarius, Ole Evers, Frank Maier, Rolf Roewekamp. (Not pictured): Melanie Arzberger, Christian Hofmann, René Heuser, Thomas Jank, Horst Ellermann, Sascha Mutschler, Manfred Bremmer and Kai Schmidt.*

## One month left to submit photos for the IDG Calendar Contest

The time has come to sift through your photo library or grab a camera and see what inspiration you can find in the world around you. Then pick one or two of your best images and submit them to IDG's 31tst Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively. Here's what to do:

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos (and any questions) to world_update@idg.com. Entries must be received by Sept. 12, 2014.

2015
CALENDAR
CONTEST

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 22 and Sept. 29.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

# unsunghero

## Luciano Crippa

*Regional Program Manager*

*IDC Florida*

*IDC Latin America VP, Research* ***Jay Gumbiner*** *has named IDC Florida Regional Program Manager* ***Luciano Crippa*** *his team's Unsung Hero. "Luciano has been able to create a more comprehensive Imaging Solutions program for our clients in Latin America. By managing all aspects of the printing ecosystem (hard copy printers, production printers, large-format printers, scanners, printer supplies, managed print services and document content solutions) into one program, he's been able to provide clients with the 360-degree view they can't get from other market research firms in the region."*

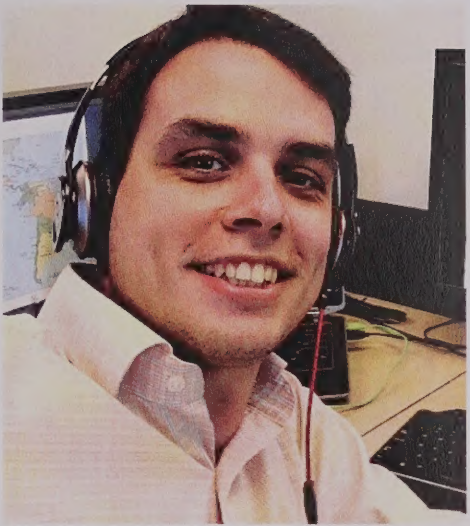
**Home** Miami, Fla.

**Primary job responsibilities** As the program manager for the imaging industry, I'm responsible for managing a team of nine analysts located in seven different countries in Latin America.

**Three things I do in a day's work** Conference calls, conference calls, conference calls... Did I mention conference calls? Managing a team of analysts remotely is not easy. My days are divided into replying to clients' inquiries about data we publish, managing the analyst team and making sure we also leverage our regional knowledge in order to develop new products.

**What I love most about my job** To have the chance to interact with very experienced IT executives. Being able to give them my opinion on what they could be doing better is just the cherry on top of the sundae.

**A hot-button issue that I'm dealing with on the job** Office 365! Just kidding. The imaging industry is shifting towards a new business model, and many of our clients have been asking for more information about this transition. We have created a new product to satisfy their needs — a study that measures the Printing Services market, which has shifted from traditional box sales to a more pay-per-use approach — but now we need to convince them to pay for it.



*Regional Program Manager* ***Luciano Crippa*** *joined IDC Brazil in 2004 as an intern.*

**Latest accomplishment** I won the first-half 2014 Latin America Innovation Award in the Revenue Increase category.

**Career highlight** After 10 years at IDC, I can say that I've been able to achieve pretty much everything I ever imagined for myself. I joined IDC Brazil as an intern in 2004, became a full-time employee in 2006, a senior analyst in 2009, a manager in 2011 and moved to the U.S. to have an international experience in 2012 as a regional manager for our region. I'm about to finish my second year here and still wonder, what's next?

**What I'm doing to be a better employee** Learning as much as I can from Office 365 training in order to be the master of e-mail response time. I will get it Mr. Gumbiner, I promise!

**Interests outside the office** Travel whenever possible, taking beautiful photographs when I travel that I never look at again. I like to read books about economics and politics.

**What others can't tell just by looking at me** What I'm thinking about them.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Lauren Brousell** *CIO*
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*IDC Latin America*
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*IDG World Expo*
**Iris Whalen** *IDG*
**Christine Zwinger**
*IDG Germany*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

4 AUGUST 2014 | VOLUME 44, NUMBER 30 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 2* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

## CIO100 event builds C-suite ties in New Zealand

*CIO New Zealand's eighth annual breakfast briefing yielded a year-on-year increase in revenue and attendance. The event is part of a portfolio that provides leadership and managment resources.*

**SEE MORE ON PAGE 2**

## Also inside

One on one: IDG Germany President & CEO York von Heimburg

On the job: IDG Switzerland Web Developer Marius Flückiger

IDG Enterprise earns editorial, design ASBPE awards

NINOTAKU TV
Anime-Klassiker

*IDG Germany launches YouTube channel focused on anime, manga and Japanese video games.*

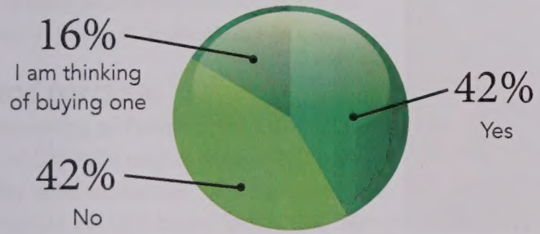
**SEE MORE ON PAGE 5**

*Unsung Hero: IDC Mexico Analyst Elizabeth Ramirez is this week's nominee.*

**SEE MORE ON PAGE 8**

## Question of the week results

Do you use an activity-tracking wearable device such as those sold by FitBit and Jawbone?

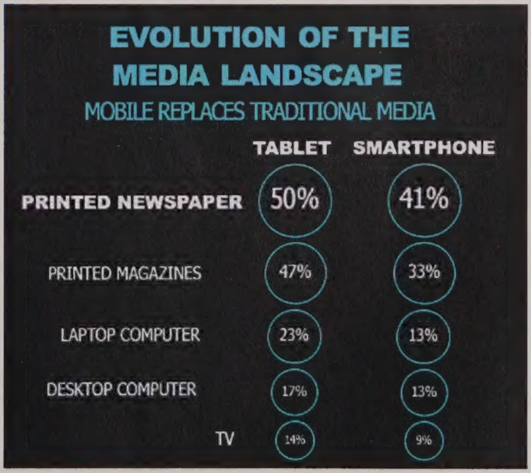


**Log on to www.idgcentral.com to vote on this week's question:**

Does Amazon's conflict with book publishers over revenue share and promotional tactics make you think twice about using the online retailer?

CLICK HERE

## Has your tablet or smartphone replaced any of the following?



**EVOLUTION OF THE MEDIA LANDSCAPE**

MOBILE REPLACES TRADITIONAL MEDIA

| | TABLET | SMARTPHONE |
|---|---|---|
| PRINTED NEWSPAPER | 50% | 41% |
| PRINTED MAGAZINES | 47% | 33% |
| LAPTOP COMPUTER | 23% | 13% |
| DESKTOP COMPUTER | 17% | 13% |
| TV | 14% | 9% |

This question was one of many posed to visitors of IDG websites around the world during the 2014 IGS Global Mobile Survey. Click here to view infographics related to the survey.

# Eagerly anticipated CIO100 event builds C-suite community in New Zealand

Now in its eighth year, CIO New Zealand's annual CIO100 breakfast briefing has become a must-attend event for local CIOs eager to hear the research results of the CIO100 survey. This year's community-building event, held in June in Auckland, was a resounding success, drawing 123 CIOs, a 26% increase from the 2013 edition, with revenue up 42% from the previous year.

"This is a recognition of the value of the research, as it is focused on New Zealand, and the event juxtaposes the findings with what is happening in the region and across the globe," said CIO New Zealand Editor **Divina Paredes**.

"The CIO100 survey is our annual report on the top ICT-using organizations in New Zealand," Paredes said. "The CIO100 report is the flagship edition of CIO and reveals the current strategies and future directions of the country's 100 largest technology users." The organizations are ranked based on screen count, financial turnover and staff numbers and turnover. The report also features the top 10 business trends to prepare for in the upcoming year. Paredes said the CIO issue with the survey results "is a 'bumper' edition, as it is double in size and enjoys an increased circulation compared to the regular issues.

The event's program features an overview of the CIO100 research, a guest analyst's interpretation of one of the top trends from the report and a CIO speaker from one of the 100 organizations; sponsor representatives are also given time to speak about trends related to their industry segment. Attendees get a more extensive analysis of the research, with graphs and additional details not included in the print and online editions.

The four-hour meeting is also "one of the best ways to catch up with CIO colleagues. The room is always buzzing," CIO NZ Editor **Divina Paredes** said.

## *Brand portfolio*

According to Paredes, the CIO100 is part of CIO NZ's goal to form a CIO community in New Zealand. "It underscores the strength of the CIO brand locally. CIO New Zealand goes beyond the print issue and website. We run CIO community events such as Leaders' Luncheons, CIO roundtable discussions and the CIO100. It provides leadership and management resources for CIOs and other members of the 'C-suite.' Social networks play a part, too. The CIO NZ LinkedIn page has a very active membership, and Facebook posts and Twitter feeds about the event also created interest."

*CIO New Zealand Editor **Divina Paredes** designed the agenda of the breakfast briefing announcing the results of the CIO100 research.*

Paredes said the local IT community is always interested in knowing which companies made it to the top-100 list — and even the ones just below the top 100, 'the ones to watch' list. "They use the report to benchmark their organizations with the others on the list and keep track of changes in the business technology community," she said. "For the past four years, the report has been tracking how the economy is impacting staff, projects and budget. The report also looks at the reporting line of CIOs as, increasingly, it signals the next role for CIOs as a number of them are reporting to former CIOs who have moved to higher executive posts."

Research begins six months before the CIO100 is published. "Ranking methodology is being reviewed to reflect changes in business technologies, e.g., the rise of cloud technologies," Paredes said. "The shift recognizes that some companies are unable to get into the top 100 because of the ranking metrics of screen counts and employee numbers and turnover but are deploying new, even disruptive, technologies to become national and even global organizations in their own right."

Sponsorship for this year's event was fully booked, with Cisco as the Platinum sponsor and five others. "In 2015, sponsorship options will be expanded to accommodate vendors that are interested in participating in the next event," Paredes said.

The next CIO100 will be held in April 2015 and will be expanded to other New Zealand cities.

For more information go to the CIO100 site or contact Divina Paredes. ■

# OneonOne

## York von Heimburg

*IDG Germany*

***The president and CEO of IDG Germany is this week's columnist. Reach him at yvh@idg.de.***

> "We are offering our customers high-quality brands in combination with an excellent extension into strong networks and, in addition, strong data-driven products and services in combination with the best and largest database of IT decision maker in Germany."

**Q IDG Germany is unique among IDG business units for its large gaming/entertainment division. What is the status of some of those brands?**

A Over the past 17 years we have created something very special for IDG. GameStar is the leading digital entertainment platform in Germany, and we have just launched Game Star Plus, which is an exciting new way to get money from the readers. Our target is to go from 7,500 paid subscribers to more than 15,000 paid subscribers in one year.

GameStar has a very strong YouTube Channel with more than 500,000 subscribers and 6.7 million monthly views. Onlinewelten is the largest gaming network in the German market with 40 million page impressions. We also have owned and operated YouTube Channels with High 5 — which has a variety of original content on video games, gadgets, films and more — and NinotakuTV, a new YouTube channel [see sidebar p. 5] focused on Japanese anime, manga and videogames — which combined have about 340,000 subscribers. We are running a very strong YouTube Network with 290 partners that draw more than 100,000 million views per month and a reach of over 7 million subscribers. As a result, IDG Germany is the second largest multichannel YouTube Network in Germany. Overall, we are selling one-third of the YouTube traffic in Germany, mainly through our Let's Play network. IDG Germany now has five TV studios, the largest (180 square meters) for High5 and NinotakuTV.

**Q What are your future plans for YouTube?**

A We will launch several very exciting projects. First we want to launch three or four new wholly owned and operated YouTube channels in the next six months. We will start a lot of our channels on Twitch — a service that broadcasts live gameplaying — which will bring us a lot more reach and new viewers. We are announcing the new branding of our YouTube Network at GamesCom in Cologne later this month, where we will organize a big stage of Let's Play stars under our branding which will be the coolest place to be at this important gaming trade show. [Let's Play 'stars' are players who became famous because other people liked the way they shared and commented on their gaming experiences.]

One nice side effect of the Let's Play stage: we sold a big sponsorship package to Deutsche Telekom in combination with a lot of different activities, including competitions.

**Q How is IDG Germany's IDG TechNetwork doing?**

A Overall we will do about 4.3 million euros (US$5.7million) in network revenues this fiscal year. In addition to the two gaming networks — Onlinewelten and the YouTube Network — we have about 110 partners in the IDG TechNetwork with a reach of 140 million page impressions. Our newest baby within IDG TechNetwork is a finance channel where we have gathered a group of well-known finance bloggers.

At the moment we have five people within IDG TechNetwork plus three people working in the fast-growing data service business. So IDG Germany is offering its customers high-quality brands in combination with an excellent extension into strong networks and, in addition, strong data-driven products and services in combination with the best and largest database of IT decision maker in Germany.

**Q Late last year IDG Germany expanded its online marketing portfolio by creating the Technology Audience Platform (TAP). How is that going?**

A TAP enables advertisers to reach potential customers more accurately than ever, in a suitable environment and with the right frequency. TAP is based on the real-time usage of our content on our and our partners' websites and defines and categorizes audiences instead of brands. What is fascinating is that we are able to build desired audience segments to meet specific client goals in a new way. We can use our databases, such as our IT decision maker database with more than half a million names, and integrate third-party data to expand the audience. So we are now able to monetize content in a more accurate, valuable, scalable and direct way. And we will do this in the future in a more programmatic way and with increasing integration of capable technology.

We are satisfied with our performance, but we are planning a lot more in this hot area. We have installed a separate team that is focused only on data services. They are working in close connection with the different sales teams of the various business units, so we have started to integrate Hot TAP products in everything we are offering

*continued on page 5*

*Job Spotlight*

# On the job: Head of Web Development

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name**
Marius Flückiger

**Title**
Head of Web Development, IDG Switzerland

**Joined IDG Switzerland**
In 2007 as a web developer. I left the company in January 2011, worked as a freelance software developer, and returned to IDG as head of web development in April 2012.

**What a head of web development does**
I provide technical direction for our websites and apps. I'm responsible for the development and systems integration from the definition phase through their implementation and operation. In addition, I manage our technical projects to keep them within budget and on schedule. I have quite a few other responsibilities as well: resolving technical issues in a timely fashion, working across different teams here at the company to scope out development efforts and identify possible implementations, recognizing system deficiencies and keeping up with emerging technologies.

**The services I provide and who my customers are**
My job is to design, code and operate technical solutions, primarily websites and web applications. Our customers vary depending on the project. They can be internal (editors or sales representatives) or external (website visitors and advertisers).

**Key skills required for my job**
In general, a good understanding of the benefits of various technologies and design methodologies. There are technical skills required — coding skills in different programming languages, relational database skills and a good knowledge of general programming logic and practices. In addition, good communication skills are needed when working across different teams in the company.

**My typical day**
I spend most of my time managing and coding my current projects as well as talking to different individuals about upcoming projects and possible implementations. Sometimes there are technical issues that need to be resolved quickly. In general, every day is different.

*IDG Switzerland Head of Web Development* ***Marius Flückiger*** *joined the company in 2007 as a web developer.*

**Best part of my job**
I love to work with different teams across the company. IDG Switzerland has a unique group of people who make coming to work enjoyable and fun. I also like keeping up with emerging technologies. In my job you can't know every existing technology or programming language, but I try to stay informed and be aware of as much as I can.

**Most challenging part of my job**
Since different individuals — internal or external — deal with our applications in different ways, their needs are likely to conflict. With all of these differing needs it is difficult to satisfy everyone at the same time.

**Recent accomplishment**
Last year, I was responsible for a major infrastructure migration from several outdated systems to a completely new CMS, new database systems and new servers. We were a very small team, and I'm proud that we successfully completed the project on time, on budget and without technical issues.

**What colleagues would be surprised to learn about me**
I wasn't always a techie. When I was in elementary school, I was founder and editor-in-chief of a completely unsuccessful student newspaper called *Spitze Witze* (*Top Jokes*). ■

*Suggestions for job profiles are welcome; please contact the editors at world_update@idg.com.*

*continued from page 3*

# One on one

to the customers. Since we have done this we are seeing tremendous growth. Our Hot TAP portfolio includes various targeting products based on IDG-owned options such as keyword, re-targeting and the very exclusive custom targeting of our large B2B database. The next step will be to expand the business toward audience buying. The respective Cold TAP business covers all real-time advertising-based activities on our websites and is run though our Doubleclick platform and the Google marketplace. In this case our strong B2C websites are especially benefitting from the trend of programmatic buying.

More and more, customers are using our Hot TAP services, but there are also many others that we need to persuade to try it. At the moment we are already doing 5% of the total interactive ad revenue from IDG Business and IDG Tech Media with Hot TAP services. It' important for us to manage the yield of the different ad categories: premium sales, TAP sales, Network sales and remnant sales. We learn more every day.

**Q Earlier this year IDG Germany introduced Score, which provides clients with more highly qualified leads based on very detailed, real-time tracking of all user behavior on the company's BtoB websites. Can you explain more about how that works and how effective it has been?**

**A** Score is an exclusive service provided by IDG Business Media and represents an innovative approach to sales-oriented marketing for IT target groups in Germany. IDG has a database of 500,000 IT decision makers and 100,000 business decision makers. These decision makers regularly use content of IDG media brands for information on current IT trends, products and issues. Score analyzes and evaluates user behavior and the specific interests of users in real time by means a lead-scoring algorithm developed specifically for this purpose. If a user reaches a set lead score for a specific product or subject, this user is identified as a hot lead. We are able to qualify these hot leads by additional call activities to generate further sales-related information. Score is based on a pay-per-lead model, and the leads are all provided in accordance with all requirements of data protection legislation in Germany.

Score is able to increase the price of a lead dramatically. So the price of one lead depends on the clusters and scale of additional qualification between 450 euros and 970 euros ($600 to $1,300) per lead. If you have further questions contact IDG Business Media Publisher **Michael Beilfuss** or Assistant Publisher/VP Sales **Sebastian Woerle**; they are the creators of this outstanding idea. ■

## New YouTube channel catches the anime/manga craze

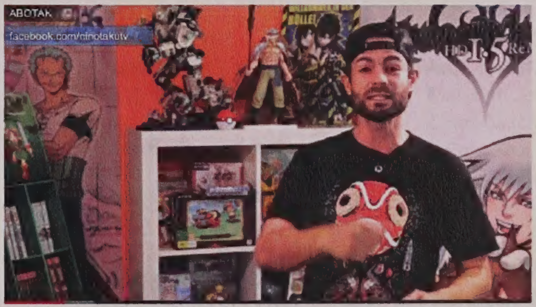
IDG Germany's launched another owned and operated YouTube channel in January, NinotakuTV, that's focused on anime, manga and videogames from Japan. It is already the largest channel on those topics in Germany, with 150,000 subscribers and a Facebook page that's attracted more than 30,000 fans.

NinotakuTV is hosted by IDG Entertainment Creative Director /Head of Owned & Operated Channels **Nino Kerl**, who developed the concept. Its name reflects two words: Nino (after the host) and Otaku, a Japanese term for an anime and manga fan. Translated from Japanese, "ni no taku" means "second home," Kerl said.

The channel includes a weekly news show in which Kerl talks about new releases from Japan and Germany. Occasionally there are specials such as reports from and about anime and videogame conventions like Gamescon. The news show generates 50,000 to 120,000 views and several thousand comments.

NINOTAKU ニノ宅 TV

Kerl recently launched another show, Jarts (to reflect Japan Arts and Japan Charts), that presents information ranked in categories, such as Top 10 Anime Series, Top 10 Anime Movies, Top 10 Anime Fun Facts and more. The first episode has already drawn 115,000 views.



*Creative Director **Nino Kerl** hosts the channel, which debuted in January.*

Facebook fans have been very active, Kerl said. A drawing competition asked fans to create a picture — by hand or digitally — based on the broad topic "Ninokatu/ Anime" and drew more than 400 submissions. The prize was a large bundle of DVDs, manga products and games, and a video displaying the creations has almost 30,000 views.

Contact Nino Kerl.

# IDGE's editorial, design excellence reap national ASBPE Awards

IDG Enterprise brands took home 23 awards — nine of them tops in their category — for editorial and graphics excellence at the annual ASBPE national conference in Chicago last month. ASBPE is the professional association for full-time and freelance editors, writers, art directors and designers employed in the business, trade and specialty press in the U.S.

"IT leaders are dealing with massive change today — everything from the influx of consumer technologies, to big data and analytics, as well as cloud and mobile," said **John Gallant**, chief content officer, IDG Communications. "Our editorial teams are working hard to document how these trends are reshaping business and the IT organization. We take great pride in our content and design and are thrilled to receive recognition by ASBPE. We strive to help our readers navigate these changes and produce award-winning work that helps companies drive results through the use of technology."

IDG's national winners are:

## EDITORIAL

**Case History**
Gold
Computerworld
Fueled by Analytics
Dec. 2, 2013
Julia King; Ellen Fanning; April Montgomery

**Original Research**
(Revenue Over $3M)
Gold
Computerworld
Salary Survey 2013
April 8, 2013
Mary Brandel; Tracy Mayor; Mari Keefe; April Montgomery; Bob Rawson

## DESIGN

**Front Cover – Illustration**
(Revenue Over $3M)
Gold
Computerworld
Deep Thinkers
July 15, 2013
April Montgomery, Art Director; Victo Ngai, Illustrator

**Opening Page/Spread —Illustration**
Bronze
Computerworld
Deep Thinkers
July 15, 2013
April Montgomery, Art Director; Victor Ngai, Illustrator

**Web Site Landing Page Design**
Silver
NetworkWorld
Holiday Gift Guide
Steve Sauer, Art Director

## ONLINE

**Blog — Analysis/Commentary**
Gold
CIO.com
Martin on Mobile Apps
James A. Martin, CIO.com contributing blogger

**Blog — How-to tips/service**
Silver
Computerworld
Defensive Computing
Michael Horowitz, Contributing Blogger

**Enterprise News Story**
Bronze
Computerworld
H-1B workers in line for Obamacare work
Patrick Thibodeau

**Impact/Investigative**
Gold
Computerworld
The Data Shows: Top H-1B users are offshore outsourcers
Patrick Thibodeau; Sharon Machlis

**Online Product Review**
Silver
CIO.com
BlackBerry Z10 Review: Hands On with the First BlackBerry 10 Smartphone
Al Sacco, CIO.com Senior Editor

Bronze
Computerworld
Four video editors: Pro results for ambitious amateurs
April 26, 2013
Serdar Yegulalp; Barbara Krasnoff; Keith Shaw

**Online Technical Article**
Gold
Computerworld
Forget fingerprints: Your iris is your new identity
Sept. 30, 2013
Robert L. Mitchell; Johanna Ambrosio

Bronze
NetworkWorld
Understanding Software Defined Networking, May 13, 2013
John Dix, Editor in Chief

**Original Web Commentary**
Gold
Computerworld
Original Commentary
Gregg Keizer

**Photo Gallery/Slide Show**
Gold
CIO.com
Top 10 Programming Skills That Will Get You Hired
April 25, 2013
Terri Haas, Art Director

**TradeShow/Conference Coverage**
Bronze
Network World
Interop 2013
4/22/13
Network World Staff

**Web Feature Article**
Bronze
Computerworld
4 Ideas to steal from IT upstarts
Dec 12, 2013
Beth Stackpole, Contributor; Tracy Mayor

**Web How-to Article**
Gold
Computerworld
How to extract custom data from the Google Analytics API
Nov. 25, 2013
Sharon Machlis; Barbara Krasnoff

Silver
Computerworld
Cryptolocker: How to avoid getting infected and what to do if you are
Oct. 25, 2013
Jonathan Hassell, Contributor; Johanna Ambrosio

**Web News Section**
Silver
Computerworld
News
Editorial Staff

## Magazine of the Year Revenue Over $3M

(in the TOP 10)
CIO magazine
Feb. 1, 2013; March 1, 2013; April 1, 2013
Maryfran Johnson, Editor-in-Chief; Mitch Betts, Executive Editor; Kim S. Nash, Managing Editor; Colleen Barry, Senior Editor

## B2B Website of the Year

Honorable Mention
NetworkWorld
www.networkworld.com
Network World Staff

(in the TOP 10)
Computerworld
www.computerworld.com
Editorial Staff & Contributors

*Click here for the list of IDG's regional and national ASBPE awards, or go to the ASBPE awards site.*

# noteworthypeople

## New employees

*Maniyar*

**IDC India** has hired **Rahil Maniyar** as a senior analyst, Consulting. He has five years' experience in technology consulting and sales operations, most recently at MindTree, KPMG and Tech Mahindra. He holds a post-graduate degree in management from the Indian Institute of Management in Indore. He enjoys cricket and spending time with friends. rmaniyar@idc.com

Previously a marketing and project manager with Microsoft Corp., **Andrea Carson** joins **IDC Framingham**'s Custom Solutions team as a consulting manager, Security and Storage Systems. She holds a B.S. in business management from Bentley University. acarson@idc.com

Joining **IDG Netherlands** full-time after an internship there is Marketing and Events B2B Assistant **Sarah Echter**. She is currently working toward a B.A. in international business at Hogeschool van Amsterdam and enjoys reading, travel and swimming. sechter@idg.nl

*Petersen*

**IDC California** has hired **Kelly Petersen** as regional account manager, Major Accounts. She was previously in field sales support with Arrow S3, supporting a team of strategic and named account managers in unified communications/telecommunications. She earned an A.A. in business administration from the College of San Mateo (Calif.) and holds certification in unified communications technology from Cisco, Avaya and Nortel. A member of the Elks, she enjoys reading and exercise and has received two PTA Honorary Service Awards. kpetersen@idc.com

## IDG Calendar Contest photos due Sept. 12

The time has come to sift through your photo library or grab a camera and see what inspiration you can find in the world around you. Then pick one or two of your best images and submit them to IDG's 31tst Annual Employee Photo Calendar Contest.

2015
CALENDAR
CONTEST

The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively. Here's what to do:

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos (and any questions) to world_update@idg.com. Entries must be received by Sept. 12, 2014.

Good luck!

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

*28*
***Chris Cuoco*** *IDG Enterprise*

*20*
***Håkan Ogelid*** *IDG Sweden*

*18*
***Brian Kukowski*** *Technical Services Group*

*17*
***Bing Zheng*** *IDG Asia*

*16*
***Alain Pétrissans*** *IDC France*
***Michele Putt*** *IDG International Publishing Services*

*15*
***Laurie Butson*** *IDG*

*14*
***Nelly Visanji*** *IDG Sweden*

*12*
***Edgar Fierro*** *IDC Mexico*

*11*
***Karen Haslam*** *IDG U.K.*

*10*
***Hoang Nguyen*** *IDG Ventures Vietnam*

*8*
***Theresa Eshiet*** *IDC East Africa*

*7*
***Andrew Alpert*** *IDG World Expo*
***Jackie Mellen*** *IDG World Expo*

*6*
***Michael Latchford*** *IDG Enterprise*

*5*
***Jeff Gallagher*** *IDG Enterprise*

*4*
***Katarina Lemon*** *IDG Sweden*
***Martin de Besche*** *IDG Sweden*
***Sony John*** *IDC Middle East/Africa*
***Lori Spendley*** *IDG Enterprise*

*3*
***Jeffrey McIntosh*** *IDC Canada*
***Lukas Löfgren*** *IDG Sweden*
***Julie Mance*** *IDG Enterprise*

*2*
***Erik Mathers*** *IDG Sweden*
***Rich Hein*** *CIO Executive Council*
***Matt Rosoff*** *IDG Enterprise*
***Bill Kiszka*** *Digital Solutions Group*
***Alex Burinksy*** *Technical Services Group*

*1*
***Turid Synnermark*** *IDG Sweden*
***Emma Brydner*** *IDG Sweden*
***Martin Cochner*** *IDC Czech Republic*
***Nadia Doroshenko*** *IDC Ukraine*
***Sarah Donato*** *IDG Consumer & SMB*

## Books for business, pleasure at IDC Mexico

*Thanks to the initiative of **Lorena Herrera** (left), associate analyst in the Research Operations Center, IDC Mexico staff now have the convenience of borrowing books from an in-house library. Employees have been donating the titles, which can be business-related, classics or current fiction/non-fiction. Joining Herrera are IDC Latin America HR Manager **Akemi Kimura** and IDC Mexico Office Support Specialist **Veronica Martel**.*

# unsunghero

## Elizabeth Ramirez

*Analyst, Research Operations Center, Latin America*

*IDC Mexico*

*IDC Mexico Manager, Research Operations Center* ***Jairo Moreno*** *has named Analyst* ***Elizabeth Ramirez*** *his group's Unsung Hero. "Working with Liz is inspiring — whatever the challenge, you know she'll always strive to go further to deliver an amazing job and have lots of fun along the way. Knowing her makes you want to be a better professional yourself. On top of all this, she's definitely the kind of person you want by your side during a zombie outbreak."*

**Home** Mexico City, Mexico

**Title** Analyst, Research Operation Center (ROC), Latin America

**Primary job responsibilities** I'm in charge of running the operational processes for Enterprise Trackers in Latin America (i.e. Servers, Storage, Ethernet Switch and Routers, WLAN and Software Trackers). To make sure these programs work correctly within our framework I manage a number of different databases, follow and improve established processes and interact with local and regional analysts in different countries, all of this to achieve more quality in the numbers we´re publishing.

**Three things I do in a day's work**

- Review the operational processes and grant their correct execution for Enterprise Trackers.
- Develop the tools and data modeling required for each process, according to regional and local needs.
- Interpret and reconcile different data sources in order to have more accurate data.

**What I love most about my job** Working with my team. We have similar strengths, and they have great ideas to improve our work.

**A hot-button issue I'm dealing with on the job** I created a historical tool for the Software Tracker that takes information from a specific data category and translates it to another, much larger one (all of this following market highlights and indications from regional analysts). This tool saves us a lot of time when transforming, modeling and uploading data into Ferda; it also helps us create better regional analysis.

*Analyst* ***Elizabeth Ramirez*** *joined IDC Mexico in 2010 as an Enterprise Domain intern.*

**Latest accomplishment** Achieving a successful migration of the Software Tracker to the ROC framework. It represented a challenge and allowed me to learn from more people at IDC.

**What I'm doing to be a better employee** I'm trying to become a calmer and more objective person. I think it's very important to reflect serenity in times of high stress or urgency, especially when you're working with colleagues.

**Interests outside the office** Playing arcade games and watching horror movies. I also enjoy hanging out with my friends on Fridays and staying home on Sundays.

**What others can't tell just by looking at me** Few people know that I like playing the guitar (I have a few years' experience with acoustic and a little experience with electric). If I hadn't I been an economist I would have loved to be an historian. Despite being a fan of horror movies, I love reading poetry.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to* *[IDG World Update.]*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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**Jairo Moreno** *IDC Mexico*
**Divina Paredes** *CIO New Zealand*
**York von Heimburg** *IDG Germany*

# IDG World Update
EMPLOYEE NEWS AND INFORMATION

28 JULY 2014 | VOLUME 44, NUMBER 29 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

## Computerwoche celebrates 40 years, creates Hall of Fame

*Client--focused gala evening includes high-tech entertainment and the induction of 40 industry luminaries into the Computerwoche Hall of Fame.*

**SEE MORE ON PAGE 2**

## Also inside

- IDG Poland impresses Salesforce with custom event
- IDG India scribes compete in one-minute play event
- CIO Peru unveils reponsive design
- One on one: IDG Global Solutions' Neil Michael

*IDG Enterprise High Teas serve as informal communication channel and peer networking opportunity.*

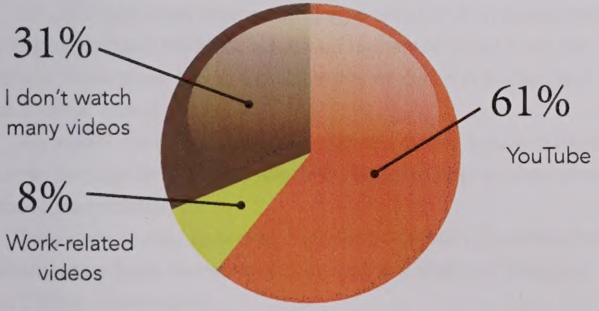
**SEE MORE ON PAGE 6**

*Unsung Hero: Key Account Manager Ellinor Selbeck of IDG Germany is this week's nominee.*

**SEE MORE ON PAGE 8**

## Question of the week results

What type of videos do you watch most often on your smartphone or tablet?



**Log on to www.idgcentral.com to vote on this week's question:**

Do you use an activity-tracking wearable such as those sold by FitBit or Jawbone?

CLICK HERE

## A programmatic primer

200
MILLISECONDS

If you're less-than-clear about the process of how an ad gets served programmatically once you've clicked on a URL, this brief video, shared at a recent IAB session on programmatic advertising, might help. Click here to watch 200 Milliseconds: The Life of a Programmatic RTB Ad Impression.

## Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share what's happening at your business unit, like this gathering of the IDG Engineering Solutions group. All employees are invited to send photos depicting a little slice of life at the office and a short description to idgcentral@idg.com.

# Computerwoche celebrates 40th anniversary, inaugurates Hall of Fame

*Karl-Heinz Streibich, CEO of Software AG (left) chats with IDG Communications Worldwide CEO* ***Michael Friedenberg*** *(right) and IDG Germany President & CEO* ***York von Heimburg****. Streibich was one of 40 German IT luminaries named to Computerwoche's new Hall of Fame.*

*Computerwoche Editor-in-chief* ***Heinrich Vaske*** *(left) stands with some of the IT leaders inducted into the publication's Hall of Fame,*

Computerwoche's 40th anniversary party will not soon be forgotten by the 350 guests in attendance at the gala black-tie celebration held in one of Berlin's most iconic event venues. The famed AXICA building, designed by renowned architect Frank O. Gehry, was the setting for the glittering evening, attended by approximately 30 Computerwoche colleagues, including IDG Germany President & CEO **York von Heimburg**; IDG Communications Worldwide CEO **Michael Friedenberg** and more than 150 senior executives from the German IT industry and their spouses.

Organized by IDG Germany Director of Events **Susanne Schubert** and her team, the evening featured an elegant four-course dinner and music from the iPad Band — a five-person band that played live pop songs using just their iPads. "Perfect show, very cool and a big success," noted Computerwoche Editor-in-chief **Heinrich Vaske**.

An LED light show drew a standing ovation and an appearance by Roboy, perhaps the most advanced humanoid robot from the Artificial Intelligence Lab at the University of Zurich in Switzerland, was another crowd pleaser.

An indoor navigation showcase allowed guests to take a digital journey through time using a specially designed app on their smartphones (see sidebar).

There were several speeches, including one from Dorothee Bar, Parliamentary State Secretary at the Federal Ministry of Transport and Digital Infrastructure.

A highpoint of the evening was the introduction of the 40 industry luminaries named to the Computerwoche Hall of Fame (one for each year of the publication's existence).

"We decided ourselves who should be in the Hall of Fame," explained Vaske. "Computerwoche is probably the strongest and best-known IT media brand in the German B2B world, so we said, Let's make these decisions on our own. No one complained, and the honorees were really touched during the ceremony," he said.

Honorees included successful CIOs from the biggest German companies including Siemens, BMW, Audi and RWE; popular lobbyists from IT associations; scientists, including the inventor of the audio coding format MP3 from the Fraunhofer Institute; and founders of the largest IT companies in Germany including SAP and Software AG.

Eleven sponsors underwrote the majority of the evening's costs. In return, they recieved a table, logo display on the Computerwoche events page and a specially designed congratulatory ad in the print publication.

A 40th anniversary website and a special issue of the print publication, which included a tribute to the 40 Hall of Famers, also marked the milestone.

For more information, contact Heinrich Vaske. ■

## Custom app helps guests navigate evening

Guests at Computerwoche's 40th anniversary celebration were invited to download a special app, created for the occasion, onto their smartphones. The company used an iBeacon-like technology, developed by a German startup called Locoslab GmbH, which was rolled out across the whole building. When guests passed any of the seven Infopoints in the building, marked with small posters, the system pushed related information to the individual's smartphone. In addition to reading historic information about Computerwoche, editors also included general historic information from the previous 40 years, such as the departure of Richard Nixon from the U.S. White House in 1974 and the opening of the Eurotunnel between England and France in 1994 and the founding of Facebook in 1994. In addition, some infopoints included information about the AXICA building. In combination, the app and the iBeacon technology guided guests through the building. They could easily find directions to different locations such as the dance floor, the bar, and the TV room where guests could watch that day's World Cup game.

# OneonOne

## Neil Michael

## *IDG Global Solutions*

***The vice president EMEA, IDG Global Solutions is this week's columnist. Reach him at neil_michael@idg.com.***

> "In FY11 just 7% of our revenues were from custom, marketing services-led programs, and since then it's grown to 15% in FY12, 27% in FY13 and will be 45% in FY14. We fully expect this to continue and have invested in great talent to support this."

**Q What do you see as the main role of IGS within IDG?**

A IDG Global Solutions is IDG's global sales force. We are the only sales team within IDG that goes out to talk to customers of all sizes about IDG's worldwide capabilities. With the IGS EMEA team that's regional conversations representing IDG's category leadership position. We do this with a very clear sales strategy focused on selling IDG's 50-year heritage of producing market-leading media brands across print, digital and events. This is our traditional publishing story, if you like. Added to this is our marketing services innovation across areas such as content, social, mobile, data and lead generation. It's these two areas combined that add up to IDG's wonderful category leadership story. Over the last 24 months we have focused on building both the infrastructure and talent within the IGS EMEA group to take this to market effectively. We have a first-class team in place that is continually focused on raising the quality of our output to customers, both through the sales process and into delivery.

**Q What are your Leadership Presentations, and how do you use these in market?**

A We are continually producing and updating our series of Leadership Presentations. These are presentations that wrap up complete product portfolios in core areas of IDG innovation. For example: Content@IDG, Amplify@IDG, Video@IDG, Mobile@IDG, Events@IDG and Native@IDG. London is the biggest international media marketplace in the world. Of all the international media being bought from London tech is the biggest category. It's why the IGS worldwide headquarters is in the U.K. We have had deep relationships with the London international media agency marketplace for 20 years. We use these Leadership Presentations to continually build IDG's category leadership position with this agency marketplace, talk about our latest innovations and move beyond the agency-based RFP process.

We have a dedicated agency sales team in the U.K. led by **Christian Drake** that does a fantastic job of keeping IDG's innovation in front of our agency customers with continual sales road-shows around these presentations going out to market. This is an extremely senior team with Christian having 15 years agency sales experience, **Shane Hannam** having 20 years and **Helen Savage** with over 12 years, to name a few. It's this highly experienced team,with deep agency relationships that will drive over $16 million of revenue for IGS EMEA and 10% YoY growth for our U.K. agency team this year.

**Q You mention growth with the IGS EMEA team having a good year. What's fueling this?**

A There are two main drivers to the growth that we are seeing this year, and they are both linked. Firstly, it's our absolute focus on driving our client direct coverage. We have a dedicated team that is purely focused on selling to vendors directly. It's a pretty traditional sales approach, but it really works, with this team making lots of sales calls, which in turn drives face-to-face meetings and gives us the opportunities to sell. This Client Direct Group is led by **Christina Carstensen** and **Richard Beagley** who are both doing a tremendous job building senior relationships with regional EMEA marketers within the vendors directly. Secondly, it's the terrific growth we are seeing in our custom, marketing services-based program revenues. In FY14, custom program sales will represent 45% of the IGS EMEA revenues, up from 27% last year. Our client direct sales strategy and marketing services innovation are big contributors to the growth we are seeing this year and go hand in hand together. As we build better client dialogue we get to bigger and more strategic sales opportunities.

**Q That's interesting on the growth of your marketing services revenue. Can you talk more about that?**

A We have been really focused on this area within IGS EMEA for the last three to four years, and it's been a huge success. In FY11 just 7% of our revenues were from custom, marketing services-led programs, and since then it's grown to 15% in FY12, 27% in FY13 and will be 45% in FY14. We fully expect this to continue and have invested in great talent to support this. We now have a dedicated Program Strategy resource in the U.K. supporting the EMEA commercial organisation with **Justin Ellis** joining the team this year. Justin has made a phenomenal impact on the business and supports the three IGS EMEA commercial teams — U.K. Agency Group, Client Direct Group and IGS Munich — developing highly unique custom program concepts and helping sell these through. We have also invested in a dedicated Program Management

*continued on page 7*

# IDG Poland wows skeptical Salesforce.com with highly successful marketing event

When Salesforce.com approached IDG Poland several months ago to discuss coverage of its newly expanding operations in the country, IDG Poland suggested a variety of marketing programs, including a one-day event targeting the C-level audience Salesforce hoped to reach. The Salesforce team was reluctant to move forward with an event as they had tried something similar last year with a different partner, and it had failed both in terms of number of attendees and event organization.

Watras

Grabczynski

Augustynowicz

"We managed to convince them, however, that we have the right competencies and database to create the best event in Poland," said **Sebastian Watras**, event director, IDG Poland.

The IDG Poland team was given just four weeks to pull the event together. "It was quite a challenge," Watras said. "We had to find a venue, recruit the targeted 200 IT and business decision makers we promised Salesforce, develop an agenda and recruit speakers." In addition to coordinating with the Dublin, Ireland-based Salesforce team, Watras said his event team, led by **Lukasz Grabczynski**, event project manager, had nine Salesforce local partners that also participated in the event. "Lukasz did a great job of addressing the different needs and requirements of all the parties, while keeping to the very tight deadlines we had in place. I would also like thank **Szymon Augustynowicz**, CIO chief editor, who consulted on the event program, introduced speakers during the conference and moderated discussion panels."

The event took place on May 26 at the Copernik Center in Warsaw. Against a target of 200, the event garnered 355 registrations with 225 CIOs, VPs of sales, sales directors, CMOs and marketing directors actually attending. There were eight presentations provided by Salesforce executives and local partners and two panel discussions.

The conference focus was the Internet of Customers — a company focused on customers. They presented case studies describing how Salesforce solutions improved processes in companies, helping them to be more innovative, flexible and adaptable to the changing business environment.

"Salesforce was extremely pleased with the day, and we have received very good feedback from them," Watras said. "In fact, they were so pleased that they have expressed interest in working with IDG in three more markets — Hungary, Bulgaria and Turkey — where they are also looking to increase their presence."

To that end, Watras connected his Salesforce con-

## CIO Peru adopts responsive redesign

CIO Peru launched a device-responsive redesign of its website that adapts to all types of displays, from desktop PCs to handheld smartphones, just in time to mark the brand's fifth anniversary in late May.

The site's latest redesign was done in-house in five months by Webmaster and Developer **Ursula Bazo**. "She can change any section of the site as needed, and that gives us a flexibility that isn't available with other template-based tools," said said CIO Peru Director **Franca Cavassa**.

Page views skyrocketed, going from 86,000 in May to 144,000 in June; discrete users also increased from 24,500 to 27,000. The majority of traffic came from PCs, followed by smartphone and tablets.

CIO Peru began as an IT portal site in 2009 and gained positive reviews from its audience, Cavassa said. "In 2011 we began to talk about responsive design because CIOs are very busy people who often visit our site from their tablets or phones at meetings. We had to give them something to meet their needs."

Contact Franca Cavassa.

# IDG India journalists take part in India's first one-minute play festival

PRAVEEN KUMAR R

***Shubhra Rishi** (left) and **Shantheri Mallaya** perform at last month's Zip Zap Pow one-minute theater competition.*

IDG India journalists **Shubhra Rishi**, principal correspondent, CIO magazine, and **Shantheri Mallaya**, assistant editor at ChannelWorld magazine, were among the first group of women in India to take part in a new theater genre gaining traction with audiences around the world: one-minute plays. Zip Zap Pow, billed as "flash theater for a digital generation," is the brainchild of Anita Mithra, founder of the Bangalore-based Tortilla Entertainment Co., who was inspired by New York's One-Minute Play Festival. Zip Zap Pow, an-all women festival, featured 40 one-minute plays written, directed and acted by women. A second edition for men takes place later this month, and the top 20 plays from each event, as judged by a panel of well-known theater personalities in Bangalore, will square off against each other in August.

"We heard about Zip Zap Pow from a theater friend who was working with Anita Mithra and tagged all his female friends on Facebook," said Mallaya. "The concept was so novel and exciting that we jumped into the fray without too much thought."

Though both women, in addition to spending their days writing news articles, have tried their hand at many other forms of writing including blogs, short stories, poetry, reviews and interviews, neither had ever written a play before.

"I have been recording conversations with friends and strangers from different walks of life, and I saw this platform as an opportunity to use these conversations for the one-minute format," said Rishi. "So you could say that I had a readymade script, but the challenge was to make it crisp and at the same time exciting for the audience. So when we wrote the script, we kept our audience in mind and edited it to fit in the timeframe."

The one-minute format provided an extra level of challenge, noted Mallaya. "So much to tell and so little time. We wrote the script, read, timed it and figured out how much to edit without the essence of our plays being lost."

Once the scripts were submitted and accepted into the festival, Rishi and Mallaya had about three weeks to rehearse and tweak the plays. "We rehearsed every other evening and also had a chance to meet with Mithra for suggestions and tips on how we were going to perform on stage," Mallaya said.

Rishi and Mallaya wrote a total of three plays (*Runny Love* and *Option B* from Rishi and *Body Image — Making the Cut* from Mallaya). Both women performed in all three plays, and a third colleague, **Cleanne Serrao**, senior marketing associate at IDG Media, joined them in *Making the Cut.*

"Though a cliché, I must say the one-minute theater festival has been a huge learning experience — watching, observing, performing, applauding, winning, losing — all in one package," Mallaya said. And given that two out of their plays were in the top 20, "we are eagerly awaiting the final round!"

"Our lives are stories waiting to be told. And I think this one-minute festival was my opportunity to showcase two such instances from my life, although, both scripts are a combination of fact and fiction. And it was fun directing, and acting in both of them, along with Shantheri," said Rishi. ■

## A novel collaboration

2:02 / 4:20
YouTube

***Vinay Kumaar, Shubhra Rishi** and **Shantheri Mallaya** discuss the unique approach they used in writing their book in this video on the Bloody Good Book site.*

In addition to being newly minted playwrights, **Shubhra Rishi**, principal correspondent, CIO magazine; and **Shantheri Mallaya**, assistant editor, ChannelWorld magazine; along with colleague **Vinay Kumaar** senior copy editor, IDG Media, are hoping to become published authors. The three have collaborated on a novella titled *A Game of Pawns*. A thriller, the manuscript is currently being read and considered by a crowdsourcing publishing company called Bloody Good Book. "The good news is that we ranked in the top five in most of the categories in which people voted," said Rishi. Check it out here.

# noteworthypeople

## New employees

**IDG Korea**'s ITWorld has hired **Joanne Shin** as an editor/reporter. A recent college graduate, she has interned as an editor with Microsoft's Apps, Media and Publishing team, translating and editing news articles for the Microsoft Korea website and Windows 8 News app. She holds a B.A. in international studies from Yonsei University's Underwood International College. In her free time she enjoys painting watercolors and practicing Javascript coding. joanne_shin@idg.co.kr

Hawkins

JOE MOLA

**Dan Hawkins** joins IDG Framingham's **Digital Account Services** team as an account coordinator. A recent graduate of Rensselaer Polytechnic Institute with a degree in games and simulation arts and sciences, he most recently worked as a level design intern with Creat Studios. Away from the office he enjoys paintball, golf and movies and is currently creating his own videogame. dhawkins@idgcommunications.com

New at the **IDG Connect U.K.** office is Campaign Executive **Maria Michael**. Previously an accounts administrator at Mitchellson, she attended Strodes College in Surrey and gained a level three business administration qualification by working with the Surrey County Council. In her free time she enjoys cooking and long walks. maria_michael@idg-connect.com

Previously a Dubai-based flight attendant with Emirates Airlines working as a member of the business-class crew, **Lucy Milburn** is also a new campaign executive at **IDG Connect U.K.** She studied dance for 12 years at the Royal Academy of Dance in London and enjoys travel, sightseeing and reading. lucy_milburn@idg-connect.com

O'Brien

PETER SHORT

**IDC Framingham** has hired **Jackie O'Brien** as a customer service representative. She recently graduated from Framingham (Mass.) State University with a B.A. in economics and enjoys camping, snowboarding and snowmobiling. jobrien@idc.com

Weber

**Sebastian Weber** joins **IDG Entertainment** in Munich, Germany, as a project manager on the Making Games teams. He has previously worked at Deutsche Telekom as an online editor, Kalypso Media as a localization manager and Computec Media as an editor. He studied business administration at VWA Rhein-Neckar and enjoys nature photography, gaming and movies. sweber@idg.de

## Boston museum passes available

As a corporate member of several museums in Boston, IDG has a limited number of passes available for distribution to employees. Any employee, including those from other regions who are visiting the Boston area, may request up to four passes by sending an e-mail to Bridget McGuire with their name and business unit address, or call her at 508-935-4465.

New England Aquarium

The passes generally available are for the New England Aquarium, Museum of Science, Children's Museum of Boston and the Museum of Fine Arts.

## High Teas (and a little Irish whiskey) open doors of communication at IDG Enterprise

JOE MOLA

*(Top, clockwise, from left):* ***Christopher Cuoco****, VP, Production Operations, IDG Enterprise;* ***Brian Carlson****, online editorial director, IDG Enterprise;* ***Maro Eremyan****, project manager, IDG Strategic Marketing Services;* ***Gregory Rosa****, marketing & PR specialist, IDG Enterprise;* ***Betty Amaro-White****, billing accountant, IDG Enterprise Digital Solutions Group;* ***Nancy Koral****, business manager, IDG Research Services;* ***Stephanie Seeley****, account executive digital, IDG Enterprise. Above:* ***Matt Yorke*** *listens as SVP, Human Resources* ***Patty Chisholm*** *introduces a getting-to-know-you activity. Right: instructions for the perfect Irish coffee.*

With a goal of opening the lines of communication and a nod to his English roots, IDG Enterprise CEO **Matthew Yorke** has been hosting a series of "High Teas" for small groups of randomly selected employees.

Every couple of months, a group of 12 to 16 employees from various departments throughout IDG Enterprise receives an invitation to attend the gathering, billed as a very informal opportunity to discuss current business operations, ask questions and get to know peers from different parts of the company better. And, of course, sip some tea and munch on a scone.

"We've received terrific feedback," noted **Nelva Riley**, executive assistant to the CEO. "Employees seem to greatly appreciate the opportunity to hear from Matt in a smaller setting. It's a nice forum to share their thoughts and ideas and also to hear what's on Matt's mind."

"High Tea with Matt, while informal, is quite informative," said **Kimberly Andrews**, account direct, events, who attended this month's gathering. "Matt clearly articulates the vision of IDG Enterprise for the future. He was forthright with answering questions, while keeping a fun and light atmosphere. High Tea also offered opportunities to network with peers you don't usually get a chance to connect with on a day-to-day basis." ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**31**
***Georg Sing*** *IDG Germany*

**19**
***Mette Ahorlu*** *IDC Nordic/Denmark*
***Christian Jahr*** *IDG Germany*

**16**
***Ron Glaz*** *IDC*
***Andreas Perband*** *IDG Germany*
***Anne Kittel*** *IDG Switzerland*

**15**
***Barbara Duphily*** *IDG*
***Anders Engström*** *IDG Sweden*
***Fredrik Claesson*** *IDG Sweden*
***Stephane Krawczyk*** *IDC France*
***Mike Hartmann*** *IDG Germany*

**14**
***Lisa Cobe*** *IDG Enterprise*
***Zoltan Komaromi*** *IDC Hungary*

**12**
***David Bhulapatna*** *IDG Germany*
***Kai Schmidt*** *IDG Germany*

**10**
***Trang Pham*** *IDG Vietnam*
***Szymon Augustyniak*** *IDG Poland*

**9**
***Rebeca Cruz*** *IDC Mexico*
***Cornelia Brunschwiler*** *IDG Switzerland*
***Tomoko Nakatsukasa*** *IDC Japan*
***Yasuhiro Suzuki*** *IDC Japan*

**8**
***Sara Knapik*** *IDC*
***Ludmila Malcheva*** *IDC Bulgaria*
***Masahiro Katayama*** *IDC Japan*

**7**
***Lyudmila Barabash*** *IDC Ukraine*
***Jakob Scheikl*** *IDG Germany*

**6**
***Syed Zaidi*** *IDC*

**5**
***Tobias Veltin*** *IDG Germany*

**4**
***Nida Thongnopneua*** *IDG Enterprise*
***Konstantin Rychkov*** *IDC Czech Republic*
***Maciej Kluk*** *IDG Poland*
***Sebastian Ostrowski*** *IDG Poland*
***Helen Savage*** *IDG Global Solutions*
***Nicola Delis*** *IDG Switzerland*
***Joao Felizardo*** *IDG U.K.*
***Talya Mouharrem*** *IDG U.K.*

**3**
***Edyta Kosowska*** *IDC Poland*
***Karsten Schmidt*** *IDG Germany*
***Selina Alecu De Flers*** *IDG Germany*
***Daniel Morber*** *IDG Germany*
***Henrique Campagnoli Correa*** *IDC Brazil*

**2**
***Daniel Marcelino Sanchez*** *IDG*
***Dauren Kurmangaliev*** *IDC Kazakhstan*
***Stefan Rubner*** *IDG Germany*
***Isaac Llandez Sanches*** *IDC Mexico*

**1**
***Candace Caldera*** *IDG TechNetwork*
***Erik Swanson*** *IDG TechNetwork*
***Lucia Chudikova*** *IDC Czech Republic*
***Pavel Polivka*** *IDC Czech Republic*
***Sebastian Weinmüller*** *IDG Germany*
***Shigehiro Fujimura*** *IDC Japan*
***Byron Connolly*** *IDG Australia*

## After 30 years, Mitch Betts takes the cake

CIO Magazine Executive Editor **Mitch Betts** reached his 30th anniversary with the company in June, and colleagues helped him celebrate last week with a fancy cake decorated with images representing his love of journalism, photography and bluegrass music.

Betts joined Computerworld as its Washington, D.C., correspondent and held a variety posts for the publication over the years, concluding with executive editor. He has worked in his current role at CIO since 2011.

***Mitch Betts**, who is based in Maryland, came up to IDG Enterprise's Framingham, Mass., office for a company meeting and a little dessert.*

*continued from page 3*

## One on one

resource who work to deliver these sophisticated programs with many moving parts. It's a complex job and requires a very specific skill set. These types of programs and this level of innovation are a market differentiator for IDG, and it's through these investments that IGS EMEA will continue to grow, raise the quality of our output and delight IDG's international customers.

**Q What have been the biggest challenges and opportunities IGS or IDG have faced during your time at the company?**

A The need to continually reinvent yourself and what you know. Especially at IGS where we are not focused on one specific IDG product or brand and are instead in market representing IDG's global product and services portfolio. In this role, it's absolutely vital that we are out in front of the market, that we understand the latest market and media trends and that the IGS sales team can talk to these market shifts effectively. Continually ensuring that we are up to speed with what the market is telling us and that we are bring this knowledge back to help us develop the programs our customers are demanding is a huge challenge and also a great privilege. That is the biggest single challenge we face, but that is also what we love about it too! ■

## Don't miss your chance to be part of the IDG Employee Photo Calendar Contest

The time has come to sift through your photo library or grab a camera and see what inspiration you can find in the world around you. Then pick one or two of your best images and submit them to IDG's 31tst Annual Employee Photo Calendar Contest.

2015
CALENDAR
CONTEST

The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what to do:

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos (and any questions) to world_update@idg.com.
- Entries must be received by Sept. 12, 2014.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Good luck!

# unsunghero

## Ellinor Selbeck

*Key Accounts Manager*

*IDG Germany*

*IDG Germany Key Accounts Sales Director* ***Sandra Holleber*** *named Key Accounts Manager* ***Ellinor Selbeck*** *her team's Unsung Hero, saying "Ellinor has spent most of her professional career at IDG, has been with the Business Sales team more than four years now and has the true IDG spirit. She started her career as a trainee and has proven her sales and project management skills from the beginning. She now is in charge for our biggest clients, including Intel and Hewlett-Packard, and has grown sales for both through her continuous effort to stay close to the customer and create the best available solutions for them. And no matter how stressful things may get, she always has a smile for her colleagues."*

*Key Accounts Manager* ***Ellinor Selbeck*** *joined IDG Germany in 2010 as a trainee.*

**Home** Munich, Germany

**Career path** I started at IDG in 2002 as an apprentice. While I was at university I worked part-time as assistant to the publisher at IDG Entertainment and in editorial office management. In 2010 I joined IDG Business Media as a trainee, became an account manager in 2011 and key accounts manager in 2012.

**Primary job responsibilities** Creating and selling integrated campaigns to IDG's key customers and helping them reach their target audiences.

**Three things I do in a day's work**
- Keep in close contact with our business partners.
- Develop and realize projects for customers in tandem with my colleagues.
- Proposals, proposals, proposals.

**What I love most about my job** It's eclectic, and I am in constant contact with different people — both customers and colleagues — all over the world.

**A hot-button issue I'm dealing with on the job** Finding the best format to match the customer's needs in an always-changing environment. Seeing the results after all the hard work is an amazing feeling.

**Latest accomplishment** Being part of the team effort that realized major projects for Intel and HP, on both a local and international level.

**Career highlight** Experiencing the value of long-standing customer relationships.

**What I'm doing to be a better employee** Learning constantly — from everyone, whether it's colleagues or competitors — and keeping up to date on IT-market trends.

**Interests outside the office** Jogging, skiing, fitness, going out with friends.

**What others can't tell just by looking at me** I have no Bavarian accent even though my family has lived in Munich for three generations. I love Bavaria's summer traditions — visiting the beer gardens, swimming in the little brook that runs through Munich's English Garden and having barbecues everywhere possible.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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# IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

21 JULY 2014 | VOLUME 44, NUMBER 28 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

## IDG Global Solutions releases findings from annual mobile survey

*IGS Commercial Director Christian Drake moderated a panel at the breakfast seminar where the survey results were unveiled last month that included Philip Carnelley, research director, IDG European Software Group (center).*

**SEE MORE ON PAGE 2**

## Also inside

One on One: IDC's Crawford Del Prete

IDG Germany looks to convert print readers with multiplatform app

IDG Netherlands puts its own spin on CITE

*Andreas Ivarsson from IDG Sweden is the randomly selected winner of the Spot the Changes contest.*

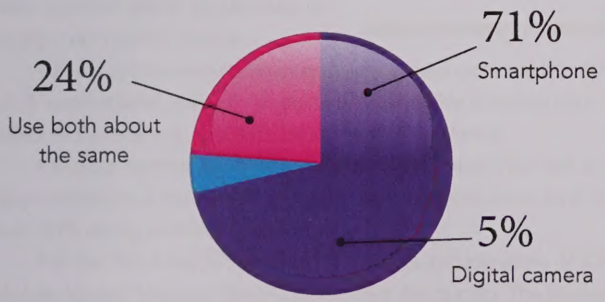
**SEE MORE ON PAGE 7**

*Unsung Hero: Computerworld Senior Associate Editor Rebecca Linke is this week's nominee.*

**SEE MORE ON PAGE 8**

## Question of the week results

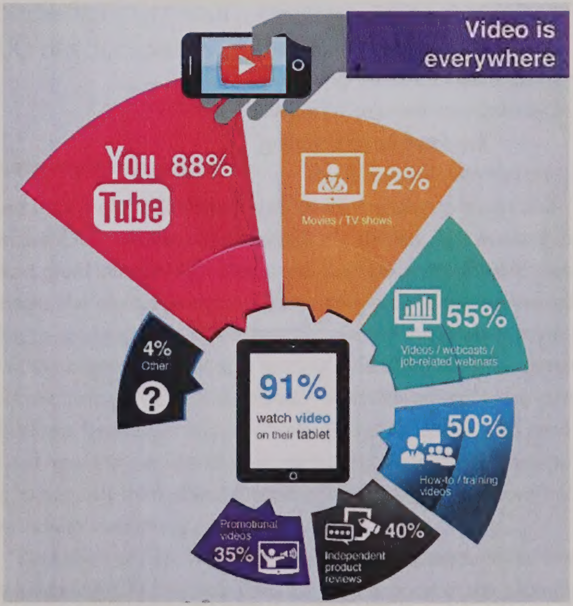
Do you take more pictures with your smartphone or a camera?



**Log on to www.idgcentral.com to vote on this week's question:**

What type of videos do you watch most often on your smartphone or tablet?

CLICK HERE



*See more inforgraphics from IDG Global Solutions' Global Mobile Survey 2014 here.*

# IGS Global Mobile Survey underscores key trends driving industry

IDG
GLOBAL SOLUTIONS
IDG Mobile
Breakfast Seminar
IDG
GLOBAL SOLUTIONS
#IDGMOBILE

*IGS Group Client Business Director **Christina Carstensen** presents the survey findings.*

IDG Global Solutions recently released the results of its fifth annual Global Mobile Survey, which showed that mobile device adoption is driving online video consumption, multitasking and digital purchases. Highlights from the survey were unveiled at a breakfast seminar in London on June 26, which drew a record number of more than 70 attendees, including top technology clients such as SAP, Cisco and Dell. More than half a dozen influential journalists joined the event and contributed to the significant press coverage.

"Again this year we were able to pull in a fantastic number of respondents from our own tech sites, with 23,500 respondents from 43 countries," said IGS Group Client Business Director **Christina Carstensen**, who presented key findings at the seminar. "IDG recruited these respondents with a digital campaign across IDG's mobile and online sites, but really the driving force has been our editorial teams who used their close relationships with their readers and generated this amazing response."

Insights from the survey help clients and agencies plan and execute mobile marketing campaigns and have established IDG's thought leadership position in the marketplace. The IGS Mobile Advisory Board, which comprises seven executives from vendors and agencies, helped shape the research questionnaire for the second consecutive year. This year's presentation — called "The Mobile Evolution" — focuses on how private and business lives have changed with the rise of mobile technology. Some of the key findings are:

- A dramatic increase in mobile video consumption: 74% of consumers use a smartphone to watch online videos compared with 61% in 2012.
- Mobile replaces traditional media: 50% of respondents use a tablet to read newspapers and 40% have replaced either the desktop or laptop with a tablet device.
- Blurring boundaries between business and personal life: 80% of all respondents research products or services for business on a tablet in the evening, and 60% do so on the weekend.
- Mobile technology is very disruptive with more than half of all respondents multi-tasking on different devices at the same time and over 80% doing unrelated activities.

> "Again this year we were able to pull in a fantastic number of respondents from our own tech sites, with 23,500 respondents from 43 countries."
>
> *Christina Carstensen*

For the first time, IGS worked with IDC to include some of IDC's Mobile Market Maturity Model questions in the survey. The Market Maturity Model (MMM) investigates companies' readiness for enterprise mobility; for example, do companies have separate mobility budgets, strategies and staffing? As part of the expanded agenda for the breakfast seminar, **Philip Carnelley**, research director, IDC European Software Group, spoke about the MMM findings. Afterward, Carnelley participated alongside two of the Mobile Advisory board members and an industry expert from *Mobile Marketing Magazine* in a panel discussion. IGS Commercial Director **Christian Drake** moderated the panel.

"I have attended many of the mobile research briefings over recent years with each event getting better and better," noted **Kit Gould**, CEO, IDG U.K. and chairman of the IGS board. "This year I saw a significant leap forward both in terms of Christina's superbly crafted and delivered presentation as well as the content of the research findings. The Mobile Advisory Board of key clients and advertisers has helped develop this project to keep pace with the changes in this market and helped enormously in making the overall conclusions insightful, relevant and actionable. A great job by all involved!"

The IGS sales team has embarked on a client roadshow to talk about the survey results and showcase IDG's mobile case studies and products. The research has sparked great interest with clients and in the industry. Recent press coverage, the executive summary and infographics can be viewed on the IDG Knowledge Hub. "We need to remind ourselves that we are only at the beginning of what is already called 'the most fundamental shift in technology," Carstensen said. "Mobile is not only changing the business landscape and consumer expectations but also products and how they work and what we expect from them. Marketers need to not only think about mobile advertising but also how mobile interacts with everything else.

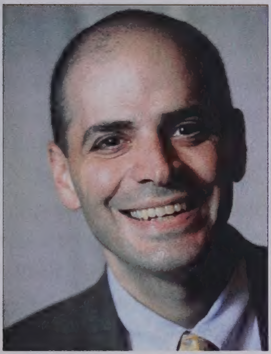
"On behalf of IGS, I would like to take this opportunity to thank all participating IDG business units for their support in the promotion of this significant survey," Carstensen said.

For more information contact Christina Carstensen. ■

# OneonOne

## Crawford Del Prete

*IDC*



***IDC's executive VP Worldwide Research Products/chief research officer is this week's columnist. Reach him at cdelprete@idc.com.***

> "I think we will look back on the period from 2007 to 2020 as a new golden age of technology innovation where the foundation was built for the next 50 years of industry growth."

**Q What do you think IDC's brand stands for today?**

A IDC's brand stands for high-quality research and consulting for the IT market globally. No other research firm has the same degree of global reach as IDC. With 1,100 analysts around the world, IDC is the most trusted source for information important to IT decision makers, technology providers and financial professionals. Customers depend on IDC for high-quality thought leadership to support their IT and business strategies. We deliver products tailored to the needs of specific customers in different countries, but we also operate at a global scale with products that are reconciled to the needs of worldwide customers. Most importantly, we conceive, develop and deliver these products faster than ever before. It's been a thrill to be a part of the evolution of the brand over the past 26 years of my tenure here.

**Q What are some of the current research themes that customers are looking for from IDC?**

A The 3rd Platform Vision pioneered a few years ago by IDC's Chief Analyst **Frank Gens** has resonated very well with customers. CEOs from IT providers all over the world have used it to describe the future state of IT including EMC's Chief Executive Officer Joe Tucci and HP's CEO Meg Whitman. Basically, it's a great construct to conceptualize the migration customers are making to a new IT-enabled world, where the coming together of mobile, cloud, big data and analytics, and social are changing not only how business gets done but how people live.

This is a wonderful time. I think we will look back on the period from 2007 to 2020 as a new golden age of technology innovation where the foundation was built for the next 50 years of industry growth. The next chapter will be how industry is transformed by the 3rd Platform. This will involve many of the trends we are currently covering and some new areas — The Internet of Things, advanced analytics, cognitive, 3D printing and the social enterprise to name a few. Customers look to IDC to help them understand these trends and to provide the important context into how emerging technology trends will transform business.

**Q How is the IT Executive part of the business doing?**

A Our IT Executive Research program is our lead research offering for end users. It's a critical part of our long-term strategy and represents one of IDC's most important strategic growth areas. While we have been aggressively investing in the business over the last few years, our efforts have been paying off handsomely. Our goal is to create a significant volume of end-user research that can assist IT professionals in the process of selecting, implementing and optimizing IT initiatives.

The research efforts in this area have ramped up significantly over the last 24 months under the leadership of **Meredith Whalen**, SVP for U.S. Insights and Vertical Markets. By the end of this year, we will have produced hundreds of documents targeted at the needs of IT professionals. Our goal is to provide world-class research and customer support. We have been closely tracking our customer satisfaction and our ability to meet the inquiry needs of our customers. Across these metrics, we score very high. This is translating into over 30% bookings growth for the program worldwide. Additionally, in January of this year, we hired **Daniel Murphy**, previously of Active Network and Gartner Group, as VP to lead our end-user sales efforts. We are ramping up for another year of double-digit bookings growth.

**Q How does IDC determine what new products to roll out, and what is the process?**

A It's an annual balance of efforts in both regional and worldwide markets. We firmly believe that IDC is best served by staying close to our customers around the world. Therefore, we plan many new product efforts at the regional and country level. These products are then reviewed by a team of global product managers and research executives in the summer.

For the worldwide research products, I work with my direct reports and the research leadership team starting in April to determine what products IDC will develop for the following year. We work at the intersection of research domain (servers, for example) and across domains (such as security and mobility) to both ensure that we are covering the most important new and emerging areas as well as keeping our longstanding research areas relevant for customers.

The work takes the form of a two-day product planning session with my team to discuss cross-domain initiatives and then a series of detailed

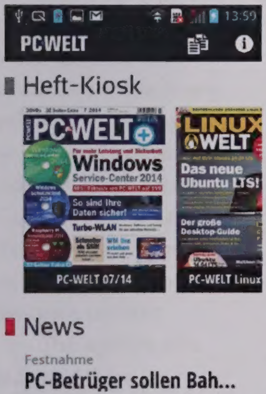
*continued on page 6*

# IDG Germany looks to convert print readers to digital with cross-platform app

Encouraged by the success of its cross-platform app for its PC Welt-related publications, IDG Germany's Tech Media division last month released a similar app for its Macwelt stable of magazines and special publications. The free apps, which offer a much more robust reader experience, are intended to encourage subscribers to shift from print to digital magazines. Released last year, the PC Welt app drove an almost instant tripling of magazines' digital sales revenues, and the team is looking to replicate that success for its Macwelt publications.

"The main problem for PC Welt and its satellite publications was that we had a fairly outdated and poorly rated iPad app," said **Sebastian Hirsch**, editor-in-chief of PC-Welt. "As opposed to Macwelt's readership, PC Welt's was not focused on owning and reading on just Apple devices but also on Android and Windows devices. Since we wanted PC Welt to be available on all devices we decided to create an easy-to-use app that was truly cross-platform with a single back end for all platforms."

What came out of that desire was the free, HTML5 PC Welt app for the iPhone and iPad, Android phones and tablet, Windows 8.1 and the Windows phone. Users see a digital replica of the print PC Welt layout as well as a Reading mode that allows users to swipe vertically or horizontally between articles. There are also interactive elements such as links, photo galleries and videos that can be integrated into any article. Copies of the magazine can be bought through an in-app purchase, and the price of the digital edition is 1 euro cheaper than the print version. Subscriptions can also be bought in the app. "We make more than 40 issues a year available through the app, most of them based on print issues, but a growing number are digital-only," said **Christian Löbering**, vice editor-in-chief of PC Welt and responsible for the development of the app. Available on the PC Welt app are PC Welt, LinuxWelt and AndroidWelt magazines and several special issues; the new Macwelt app offers Macwelt, iPhoneWelt, iPadWelt magazines and special issues. Both apps also offer back issues of all magazines published since 2010 in a searchable archive. "If a user finds an article he wants on the Results page, he can buy that issue of the magazine using the app," Löbering said. App users also get full access to the content of issues' covermounted DVDs containing complete software packages, videos, PDF, photos and more. Print subscribers can also receive their issues for free in the app. "We did this because we want to convert our print readers to digital," Löbering said.



***The PC Welt library startscreen on an Android phone***

IDG
IDG COM CATIONS MEDIA AG

*(L-R): IDG Tech Media Publisher **Jonas Triebel**, PC Welt Editor-in-chief and Associate Publisher **Sebastian Hirsch**, Marketing Director **Matthias Weber** and PC Welt Vice Editor-in-chief **Christian Löbering**. (Missing from photo: Content Manager **Halyna Kubiv**, Macwelt Editor-in-chief **Marlene Buschbeck-Idlachemi** and Macwelt Vice Editor-in-chief **Chris Möller**.)*

According to Löbering, the apps are "a print-online hybrid. Besides the paid magazines, readers can also access online news-streams from the PCWelt and Macwelt sites. "We wanted this integration to make the app useful for everyday use as well as directly stimulate user revenues through the app," he said.

Article tagging proved to be a requirement in creating the app. "The app's back end creates the XML data from the tags and uses those XML files to create the Reading mode," Löbering said. "This structured data is one of the key assets of the app as it allows us to publish our magazines on any platform, as well as import external

*continued on page 7*

# IDG Netherlands puts its own spin on CITE event

*Borrowing concept from IDGE, team shortens length, packs agenda and earns rave reviews*

*IDG Netherlands Editor-in-chief, Strategic Content Services and Events* ***Volkert Deen*** *(left) and Editor-in-chief, Business Media* ***Sander van der Meijs*** *participate in the event's Ask the Experts session.*

IDG Netherlands borrowed the brand and concept of CITE Conference & Expo, held in the U.S since 2012, and put its own stamp on an event that emphasized fast-paced, relatively brief sessions with lots of speakers and content for attendees to choose from.

Like its American cousin, the Dutch CITE last month focused on the benefits and challenges of integrating consumer technologies into the enterprise workplace but in a one-day program instead of three. IDG Netherlands was inspired to create the event after learning about the U.S. version during last year's IDG Global Product Line Meeting in Dublin, Ireland, and IDG Enterprise "gave us their full cooperation to make this possible; we were able to use many of their materials," said Business Media Publisher **Maringo Vlijter**.

The agenda revolved around a series of "power session" panels that covered 12 general IT topics — such as mobile, cloud, security, user experience and big data — each with three speakers' perspectives. Each speaker had 10 minutes to present three do's and don'ts, giving the audience practical advice to try when they got back to the office. The speakers represented a mix of editorially selected individuals as well as sponsors; all had to adhere to the same time and content standards.

"At first the speakers were a bit hesitant about the 10-minute concept, but it turned out to be a positive push for them to focus on their most important message in a short time frame, which also made it very valuable for the audience," said **Volkert Deen**, editor-in-chief, Strategic Content Services and Events, who emceed the event and coordinated program content.

> "We never expected LinkedIn to provide us with as many registrations as it did. "Two-and-a-half weeks before the event we had to close the registration due to the overwhelming number of registrants."
>
> *Gabriella Meijnckens*

The agenda also included three keynotes — one sponsored — and opportunities to talk with the 41 speakers at the Ask the Experts bar, a designated part of the reception/refreshment area, during breaks, lunch and networking time at the end of the conference.

Manager Client Services Business Media **Liam Baker** said his team started six months ahead to get some decent traction with clients and get on their schedule to explain the advantages of participating in a new event. "The IDG reputation is a very important factor because the competition is not sitting still, and they have similar events that we will be compared to as a supplier."

Baker said he was pleased with clients' responsiveness to CITE: the seven sponsorship deals represented €54,000 (US$73,440) in revenue, and the event had a profit margin of 29.4%, "very good for a first edition." In total, the event provided IDG with €56,000 ($76,160), consumer revenue included.

Five sponsors, each of which could choose a customized sponsorship package, opted for exhibit booths. Part of their exhibit package included the hardware and software required for scanning name badges so sales staff could easily follow up with attendees afterwards.

Marketing and Event Manager **Gabriella Meijnckens** said the initial marketing effort focused on IDG Netherlands' own databases. Later, her team approached several IT management groups on LinkedIn with a proposal: the group managers could email their members a special

*continued on page 6*

# noteworthypeople

## New employees

IDG WORLD UPDATE

*Speranza*

**Olivia Speranza** joins **IDG TechNetwork**'s San Francisco team as a video producer. She has been working for the last year as an independent video producer and on-camera tech correspondent for such companies as Vitect Group, the Travel Channel and Discovery Digital Networks. A graduate of San Francisco State University, she holds a B.A. in communications. Her interests include good food, good coffee, hiking, biking and road trips. Earlier this year she was invited to be a host at an international film contest in Sydney, Australia, and to speak at a dynamic camera workshop. osperanza@idgcommunications.com

*Timoshenkova*

**IDG TechNetwork**'s New York office has hired **Olga Timoshenkova** as a programmatic account manager; she was previously a marketing manager with Study House Educational Agency. She holds an M.A. in marketing from St. Petersburg State University of Economics and Finance and also attended the University of Rochester's Simon Business School. In her free time she enjoys snowboarding, tennis and travel. olga_timoshenkova@idgtechnet.com

Also new at **IDG TechNetwork** in New York is Account Director **Jenna Stark**. Previously an account director at Tasting Table she earned a degree in interpersonal communications from the University of Delaware. Away from the office she enjoys theater, food and exploring New York City. jenna_stark@idgtechnet.com

*continued from page 5*

## CITE Netherlands

discount — or a free offer depending on their title — for admission to CITE. (CITE had a paid admission fee of €199 ($270), but a large portion of the recruited attendees could attend at no cost.) About 100 attendees were recruited through LinkedIn.

"We never expected LinkedIn to provide us with as many registrations as it did," Meijnckens said. "Two-and-a-half weeks before the event we had to close the registration due to the overwhelming number of registrants." CITE drew 314 registrations, with 203 attendees at the event and a total of 280 people on site, including speakers, staff and sponsors.

Next time, Deen said he may work in some time for more Q&A periods. "People loved the pace, but they also want to pick up on the things that strike a chord. We had one plenary Q&A session at the end of the day, and for some visitors this did not offer enough opportunity to dive a little deeper into the topics."

Meijnckens said attendees gave the event an A rating. Among the comments: "The event was brilliant, compact, powerful and agile. A very nice formula!"

For more details contact Volkert Deen, Gabriella Meijnckens or Liam Baker. ■

*continued from page 3*

## One on one

new product business reviews over a series of weeks with myself and each of the divisional product leaders. As part of the process we collect detailed feedback from our regional counterparts and sales. After the new products are approved, we develop training material for the sales force. The majority of the sales training talks take place in August and September ahead of the fall selling season. It's a multifaceted process led by our product management and marketing teams. I am very grateful for their efforts as we cover the vast majority of IT segments. These are detailed sessions that require lots of follow up.

**Q How do you determine when there needs to be changes in the research architecture, and has that happened recently/will it be happening?**

A Evolving the structure of our research is a very important process. I co-chair a group called the Research Content Board (RCB) with our chief information officer, **Mitchell Rose**. We lead this group together because our product strategy and our IT strategy need to be in sync all of the time. We can't dream up potential improvements to our product strategy without regard for how those products will be delivered.

> "Our IT Executive Research program is our lead research offering for end users. It's a critical part of our long-term strategy and represents one of IDC's most important strategic growth areas."

Currently we are hard at work developing our research in two new important areas. 1) We are developing a series of end-user decision making methodologies that assist in all aspects of the end-user journey, from exploring a technology landscape to evaluating a solution and picking a partner. These methodologies are an important part of differentiating IDC's value proposition to end-user customers. To date we have rolled out two of the methodologies: Marketscapes (which help customers in the vendor selection process) and Maturityscapes (which help end-user customers understand the different phases of technology adoption). We will be rolling out many more of these frameworks over the next nine months. 2) We are modernizing IDC's core research container types to make them easier to consume and produce. We have lead analysts work as team leaders in the analyst community to propose the kinds of changes we think would make a difference for customers in terms of usability and impact. As a group we review these proposals and give feedback. We then discuss this with customers in order to decide how to refine our offerings. We are currently in the process of running analysts focus groups for proposed new product improvements to our research documents and plan to have an improved set of document types out to customers in 2015. ■

*continued from page 4*

## German app

authors' files into our CMS." He noted that Google told Tech Media that it would not offer all of Tech Media's magazine in its new Google Kiosk "if we only provided them with PDF files of our magazines. But with this XML format we were able to instantly provide Google with files in an acceptable format and therefore were one of the few to have all our magazines in the Kiosk on the day it launched in May."

> "Moving from print to digital is core for our future, and this multi-platform app truly brings our brands to every possible corner of the digital universe."
>
> *Jonas Triebel*

IDG Tech Media Publisher **Jonas Triebel** said, "Moving from print to digital is core for our future, and this amazing multi-platform app truly brings our brands to every possible corner of the digital universe."

Löbering said the IDG Germany's Business Media (publisher of Computerwoche, ChannelPartner, CIO and other publications) and Entertainment Media (GamePro, GameStar and others) are also considering migrating their magazines to the cross-platform app within the year.

For more information about the app, contact Christian Löbering. ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

***19***
***Lorraine Rivell*** *IDG*

***16***
***Elias Plastiras*** *IDG New Zealand*
***Davy Adams*** *IDG New Zealand*

***14***
***Jessica Goepfert*** *IDC*

***13***
***Katy Young*** *IDC U.K.*

***12***
***Jason Snyder*** *IDG Enterprise*

***11***
***Helen Palmer*** *IDG Global Solutions*

***10***
***Cristina Rivas*** *IDC Mexico*
***Pavel Roland*** *IDC Czech Republic*

***9***
***Michael Friedenberg*** *IDG Communications*
***John Rydning*** *IDC*

***8***
***Tarun Bhasin*** *IDC Canada*
***Damian Madden*** *IDG U.K.*

***7***
***Dulce Enriquez*** *IDC Mexico*

***6***
***Samuel Rodrigues*** *IDC Brazil*
***Terry Mattheoyianni*** *IDC Greece*
***Joan Goodchild*** *IDG Enterprise*
***Ruth Flynn*** *IDC*

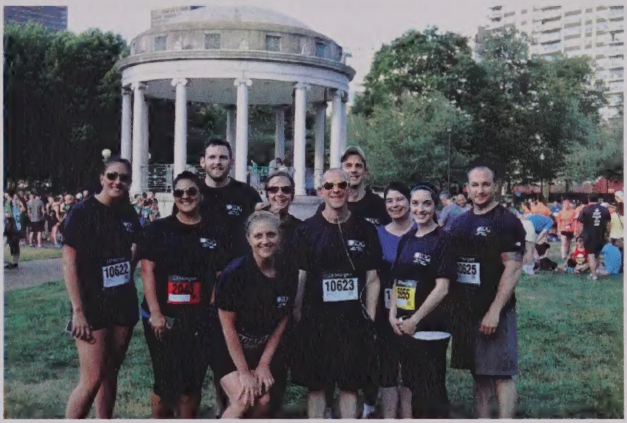
***5***
***Sarah Nadeau*** *IDC*

***4***
***Cristian Peña*** *IDC Chile*
***Tyson Dover*** *IT World Canada*
***Ulukbek Usmanov*** *IDC Russia*

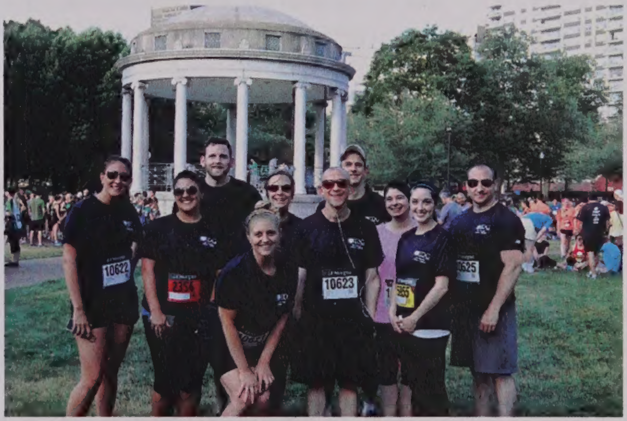
***3***
***Ashleigh Allsopp*** *IDG U.K.*
***Carolin Schmid*** *IDG Germany*

***1***
***Silvia Cosso*** *IDC U.K.*
***Florence Ion*** *IDG Consumer & SMB*
***John Cowan*** *IDG TechNetwork*
***Umair Malik*** *IDG TechNetwork*
***Bryce Larsen*** *IDC*

## Spot the differences



Congratulations to **Andreas Ivarsson** from IDG Sweden whose name was randomly drawn from all correct entries in this month's Spot the Differences contest. Andreas will receive an insulated IDG lunch bag filled with various IDG goodies. Many of you found a change that we had not intended: a red dot on the yellow bib, for which we gave credit. The editors have decided to award a special "Eagle Eye" award to **Mike Malone** who, despite being told to look for 10 differences, identified all 11.



Thanks to all who entered and watch this space for your next chance to win!

1. Building missing (top left)
2. Column missing from back of gazebo
3. Lamp missing above **Kristen Bollus**' head (far left)
4. Logo missing from **Sam Blazer**'s shirt (third from left)
5. Number changed on **Jenelle Villani**'s red bib
6. **Chris Kinnier**'s sunglasses now red
7. **Amy Lind**'s shirt now pink
8. Added sunglasses on Jay Long (on far right).
9. **Jay Long**'s tattoo gone
10. Shirt on man in far left background now green.
11. Red dot on **Jackie Mellen**'s bib.

# unsunghero

## Rebecca Linke

*Senior Associate Editor*

*Computerworld*

*Computerworld Online Managing Editor* ***Sharon Machlis*** *has named Senior Associate Editor* ***Rebecca Linke*** *her team's Unsung Hero. "I've lost count of the number of people who've told me how much they enjoy working with Rebecca and what a great asset she is to our staff. She is talented, smart, eager to learn new skills and a true team player. Rebecca has helped increase Computerworld readership in a number of ways, from working to create compelling slideshows to managing our Facebook page in a way that has dramatically increased our social media traffic."*

*Senior Associate Editor* ***Rebecca Linke*** *joined Computerworld in 2013.*

**Home** Brookline, Mass.

**Primary job responsibilities** I manage our day-to-day blog efforts, lead the effort on several of our social media platforms, and I'm often either building slideshows for our news team or writing my own.

**Three things I do in a day's work**

- Blogs. Some days it's as simple as some light editing and arranging our top hot posts; other days I am interacting directly with our bloggers to help them with whatever they need.
- Social media. I've found putting the time into finding a good image to accompany posts, along with the right wording to interest readers, has had positive results.
- My own projects. I usually have one or two slideshows I'm writing, on everything from product roundups and event highlights to more feature-ish projects.

**What I love most about my job** I enjoy building slideshows for the news team. It lets me work with images, do some editing and I love contributing to a visually rich experience for our readers. But I also really love my new responsibilities with blogs. It's given me more responsibility, and our bloggers are wonderful to work with.

**A hot-button issue I'm dealing with** I recently took over as the point person for our blogs, and that has brought a whole new set of responsibilities. Though I've worked with blogs since I started at Computerworld, dealing with the daily issues that crop up has required learning how to do a number of new and different things.

**Latest accomplishment** The slideshows I've done about women in IT. For a recent Mother's Day piece, I interviewed eight female IT execs on their experiences balancing, pursuing and maintaining demanding, high-powered careers while parenting. They were all incredibly impressive.

**What I'm doing to be a better employee** I came into this job with a strong interest in technology but not a vast knowledge base to fall back on. Because of that, I strive to learn more about different technologies and why they interest our readers so I can have better suggestions for stories and contribute more to the overall strategy of Computerworld.

**What others can't tell just by looking at me** My first job out of college was in Alaska running a traditional canoeing program at a Native health clinic. I canoed with various groups (young kids, paroled teenagers, local health workers) almost every day that weather permitted for a year.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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» THE 31ST ANNUAL IDG PHOTO CALENDAR CONTEST IS UNDER WAY! PAGE 7

# IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

14 JULY 2014 | VOLUME 44, NUMBER 27 | WWW.IDGCENTRAL.COM

NEWS - page 2-4 | NOTEWORTHY - page 6 | ANNIVERSARIES - page 7 | CELEBRATING 20 - page 8

## IDC's New Zealand CIO Summit features awards, "Lightning Talks"

CIO AWARDS
NEW ZEALAND

*The eighth annual conference included a new agenda item, "Lightning Talks," that proved to be a popular way of including more peer content while sharing actionable ideas.*

**SEE MORE ON PAGE 2**

## Also inside

DEMO Brazil showcases innovative entrepreneurs

On the job: IDG U.K. Campaign Manager Lada Durica

*Identify the 10 changes in this photo and enter to win an IDG lunchbag filled with summertime goodies!*

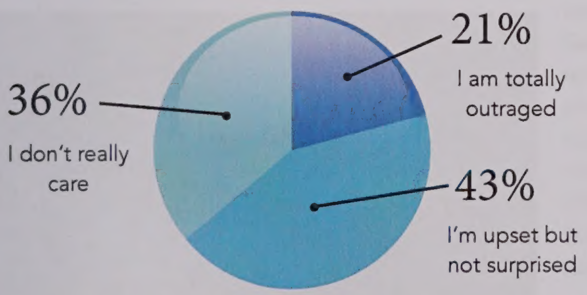
**SEE MORE ON PAGE 6**

*Celebrating 20: IDG News Service Executive News Editor Marc Ferranti tours musical hot spots in Brazil.*

**SEE MORE ON PAGE 8**

## Question of the week results

How do you feel about Facebook manipulating some users' news feeds as part of a psychology experiment?



**Log on to www.idgcentral.com to vote on this week's question:**

Do you take more photos with your smartphone or a camera?

CLICK HERE

## 2015 IDG Photo Calendar Contest begins!

2015 CALENDAR CONTEST

Check your photo library and keep your cameras handy: IDG's annual photo calendar contest is now under way. Submit your best images by Sept. 12 and take a chance on winning $300, $200 or $150 in prize money as well as worldwide bragging rights.

**SEE MORE ON PAGE 7**

## Meet IDG's global publishing partners

IDG has forged relationships with many international publishing partners over the years. Today the company does business with some 50 licensees. Learn more about some of these media partners, such as the CIO Peru staff pictured here, by browsing the Partner Profiles section on IDG Central.

# IDC's CIO Summit in New Zealand features case studies, awards and "Lightning Talks"

IDC New Zealand, in partnership with Conferenz, a leading New Zealand conference and training company, held its eighth annual CIO Summit and Awards dinner in Auckland June 11-12. The theme for this year: Innovate, Lead, Connect.

The New Zealand CIO Summit is recognized as the foremost gathering of CIOs and senior IT executives in New Zealand, noted **Ullrich Loeffler**, country manager, IDC New Zealand. Registration for the Summit rose to 549 (up 15% over last year) and 723 for the awards dinner (up 3% over last year). Sponsorships were also up 13% from 2013 with 94 organizations lending their support.

"The CIO Summit has become the cornerstone event for the New Zealand ICT community, and IDC is proud to be part of the ongoing growth of this venture," said Loeffler. "The success is a true example how an open and trusted partnership can lead to something amazing. For IDC, the involvement in the CIO Summit is invaluable as it presents the conduit between our traditional vendor research and the rapidly growing IT Buyer programs."

The two-day event provides thought-provoking and actionable insights to CIOs and senior IT executives in a predominantly case study-based, vendor-free format complemented by carefully selected international keynote speakers. The agenda is developed in consultation with an advisory council, a panel of 15 CIOs who serve on voluntary basis supporting the event. This year, the advisory council discussions led to the introduction of a new program feature: Lightning Talks. End–user companies were invited to submit an application to present a seven-minute talk on a specific idea that sparked change within their organization. Three companies were chosen to participate in the program during the afternoon of the first day. (See sidebar, page 3.)

CIO
SUMMIT
NEW ZEALAN

*IDC SVP and Chief Analyst **Frank Gens** delivered the opening keynote.*

AWARDS
NEW ZEALAND
Conferenz
IDC

*L-R: **Steve Scott**, managing director, Conferenz; **Ulrich Loeffler**, country manager, IDC New Zealand; and **Eva Au**, managing director, IDC Asia Pacific at the CIO Awards dinner.*

**Frank Gens**, IDC senior vice president and chief analyst, delivered the opening keynote presentation, The CIO Challenge: Understanding the Key Battles and strategies for Dominance on the 3rd Platform. Other International keynotes included Jeff Semenchuck, chief innovation officer, Hyatt Hotels Corporation; Daniel Heaf, chief digital officer, BBC Worldwide; and Brian Gammage, chief market technologist from the summit's headline sponsor, VMWare.

> "The success is a true example how an open and trusted partnership can lead to something amazing. For IDC, the involvement in the CIO Summit is invaluable as it presents the conduit between our traditional vendor research and the rapidly growing IT Buyer programs."
> *Ullrich Loeffler*

The New Zealand CIO Awards, in conjunction with the CIO Summit, celebrate and recognize individuals and teams that have shown leadership, innovation and foresight in their contribution to ICT and business. Each year, individuals and companies

*continued on page 3*

*continued from page 2*

## CIO Summit

***Sand artist Marcus Winter entertained guests at the awards dinner by creating a piece depicting the evolution of IT.***

are invited to submit an application, which is reviewed by a panel of six judges, three of whom were past recipients of the CIO of the Year award. Successful applicants are interviewed and the winners announced during the awards dinner. There are five sponsored award categories: Executive Team of the Year, Engaging Youth in ICT, Emerging ICT Leader, CIO of the Year and Outstanding Contribution to Technology in New Zealand. Four of these categories are open for submission whereas the outstanding contribution to technology in New Zealand is nominated and chosen by the judges.

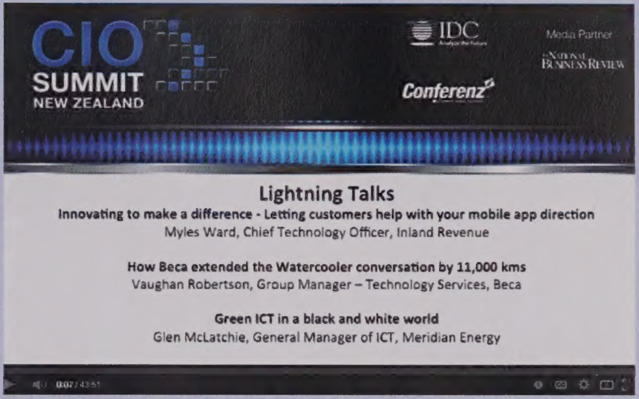
The New Zealand CIO Summit is set for continued growth in 2015. "Together with Conferenz and the support of the CIO and vendor community, we have a strong vision to evolve this event further to be the leading event for technology and business executives across the Asia Pacific region," Loeffler said.

A series of video interviews with speakers and delegates, as well as the award winners are available on the summit website.

Other events produced by IDC New Zealand throughout the year include; Enterprise Mobility Conference, Big Data & Analytics Conference, Internet of Things Conference, Government Insights and six lunch event series as part of an InTEP program for CIOs and senior executives.

For more information, contact Catherine Davenport, events and administrative coordinator, IDC New Zealand. ■

## End-users selected to share great ideas in popular new "Lightning Talks" feature



Lightning Talks

**Innovating to make a difference - Letting customers help with your mobile app direction**
Myles Ward, Chief Technology Officer, Inland Revenue

**How Beca extended the Watercooler conversation by 11,000 kms**
Vaughan Robertson, Group Manager – Technology Services, Beca

**Green ICT in a black and white world**
Glen McLatchie, General Manager of ICT, Meridian Energy

***The three seven-minute end-user presentations were followed by a lively Q&A session.***

The addition of a feature called Lightning Talks proved a very popular way of including more peer content while sharing some actionable ideas with attendees. Close to 20 end-user companies responded to the invitation to share a specific idea that had led to positive change within their organizations. The three companies whose ideas were selected, were invited to send a representative to present a seven-minute talk describing the idea. According to Conferenz Portfolio Manager, Technology Kevin Smit, who was responsible for helping to shape the summit's content, "we had a great cross-section of ideas covering topics such as cloud integration, location intelligence, app development, interpreting IT speak and ICT sustainability." The three winning presentations can be seen here.

"The feedback was overwhelming that we should include this feature again next year," said Smit, who said they will likely increase the number of end users asked to share great ideas and intersperse them throughout the two days.

## A look back at previous CIO Summits

Read IDG World Update's coverage of other CIO Summits around the globe this year, including:

Francophone CIO Summit (Morocco)
CIO Summit in Russia
East Africa CIO Summit
West Africa CIO Summit
CIO Summit in the Netherlands

## The IDC CIO Summit series rolls on

Additional CIO Summits are planned this year in the following locations:

Sydney (July 24), Hong Kong (July 29), Manila (Aug. 14), Singapore (Aug. 21), Kuala Lumpur (Aug. 26), Seoul (Aug. 28), Bangkok (Sept. 2), Kazakhstan (Sept. 3-5), Riyadh (Sept. 9-10), Beijing (Sept. 25), Melbourne (Oct. 22) and Paris (Nov. 19).

# DEMO Brazil showcases innovative entrepreneurs

Brazilian organizers of DEMO, the launch pad for emerging technologies and start-up firms, will hold three iterations of the event in the country this year. DEMO Brazil, held in Rio de Janiero June 3-4, followed DEMO Brazil NE in Maceió, Alagoas, in northeast Brazil earlier this year and ran ahead of another in São Paulo this November.

The DEMO brand is owned by IDG Enterprise, but international events are licensed and produced locally. DEMO Brazil was held under the aegis of Executive Producer Geraldo Santos, an entrepreneur and co-owner of local events organizer Beats Brazil. Santos and his team of leading venture capitalists sifted through applications from 400 companies to choose the 35 Brazilian companies that demonstrated their new products at the two-day event in Rio. Conducted in Portuguese, DEMO Brazil drew 600 attendees, including entrepreneurs, venture capitalists, investors and members of the media.

"The DEMO Brazil events are really uniting the Brazilian tech ecosystem," said IDG Enterprise SVP and DEMO General Manager **Neal Silverman**. "It's a growing start-up ecosystem in a very large country, so hosting events in different regions of Brazil is important. At the June event we had major support from Brazilian and international sponsors, including Amazon Web Services and Salesforce, not to mention the Brazilian government and the U.K. Trade Mission." Silverman explained that the Trade Mission was in Rio to promote doing business in the U.K. and try to get Brazilian start-ups to open offices there.

*A special DEMO God award was given to 13-year-old Davi Braga, the youngest demonstrator in the history of DEMO worldwide. He is the founder of List It, a site where parents can buy school supplies for their children.*

The 35 demonstrators gave six-minute product demonstrations to the audience and a panel of industry experts and judges who provided them with feedback. The following six demonstrators were named DEMO Gods by the judges for best products and presentations:

- ATMMOS creates real-time interactive virtual-reality projects for the real estate and construction sector that show how rooms of a building can look before they have been completed.
- Ez-Parking is a mobile and web platform that helps drivers find parking, whether on the street, in parking garages and even at selected private homes where they can rent spaces.

*The presenters named DEMO Gods will receive free registration to DEMO Fall in the U.S.*

- Timokids is a children's application that delivers 3D illustrated stories and educational content in many languages and can also use the child's parents' voices.
- Cabe na Mala lets consumers compare prices of products in Brazil and beyond. If a lower priced product is available in Brazil, it will be delivered by the local comparison-shopping service Buscapé; if the product is less expensive abroad it can be bought online and delivered by a Brazilian tourist returning to Brazil.
- Lotebox's web platform lets transportation companies increase their productivity through better management of storage and shipping containers.
- Crowdmobi is a crowd-sourcing platform that evaluates mobile operators' services to find the ones that best match a potential user's requirements.

Attendees chose ATTMOS as the winner of the First Place Award, an honor that includes free registration and travel expenses to present its product at DEMO Fall in November in San Jose, Calif. The other five DEMO Gods will receive free registration to DEMO Fall.

Santos used the Rio de Janiero event to announce DEMO LatAm, an IDGE-licensed, pan-South American event for companies outside of Brazil. It will be held in São Paulo in November. The two-day event will be held in Portuguese, Spanish and English, and Silverman said organizers are currently expecting 40 demonstrators.

DEMO China will be held Sept. 3-4 in Hangzhou; DEMO Africa will be held Sept. 25-26 in Lagos, Nigeria; and DEMO ASEAN will be held Sept. 27-28 in Hochiminh City, Vietnam.

For more information contact Neal Silverman. ■

*Job Spotlight*

# On the job: Campaign Manager

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name**
Lada Durica

**Title**
Campaign manager

**Business unit**
IDG U.K., Advertising Operations department

**What a campaign manager does**

A campaign manager is primarily in charge of implementing, optimizing, troubleshooting and delivering online advertising campaigns on our brand sites and the IDG TechNetwork.

We support sales by providing impression availability; creating targeting options, such as more granular product channel and article targeting; and innovating new products, such as video pre-rolls and page peel advertisement across our B2C sites, for them to sell. We also complete a certain amount of analysis surrounding yield and performance of campaigns. This analysis is used to aid commercial decisions.

**The services I provide and who my customers are**

Our primary customers are media agencies and advertisers whose campaigns we are delivering. We are responsible for executing online campaigns with the highest ROI for the advertiser. Reaching the right audience at the right time is key to achieving that goal.

**Key skills required to do my job**

Strong eye for detail is a must! The number of campaigns can get very large over a busy period, so it is crucial that each one is set up and optimized with utmost concentration. Small mistakes can be detrimental to the performance of a campaign. Knowledge of website building languages (HTML, CSS) is a bonus, especially when it comes to troubleshooting ads on the sites. Familiarity with the ad serving process and experience using DoubleClick For Publishers ad server is essential in carrying out day-to-day tasks. Excellent time management, problem solving and communication skills help when working with different teams on large number of tasks.

**A typical day**

It's hard to outline a typical day as every day is very different. Among other things I optimize for delivery and performance on all current campaigns, set up future campaigns and troubleshoot issues surrounding ad delivery. Setting up new ad formats and thinking of ways to expand our product portfolio is an important ongoing task, as is developing processes to streamline requests and workload.

*IDG U.K. Campaign Manager* ***Lada Durica*** *joined IDG last year.*

**Best part of my job**

Learning new skills constantly and keeping up with digital advertising developments. This job definitely keeps you on your toes. The job also requires frequent communication with different departments, from sales to developers to editors. It's great to get to know what everyone else does and get the feel of how the whole business functions.

**How I got involved in this career**

After reading a newspaper article about digital advertising industry expanding year on year, I decided to apply for ad operation positions. Ad operations was the most suited to my mathematical and problem-solving background. I joined IDG after working for an ad network for a year.

**What my colleagues would be surprised to learn about me**

I'm a qualified mathematics teacher and I worked in a secondary school for two years. ■

## More in the Job Spotlight series

Manager, Programmatic/Digital Platforms

Chief Data Officer

Associate Web Producer

*See more in the archive.*

# noteworthypeople

## New employees

**Marcia Delgado** joins **IDC Asia Pacific**'s Manila office as a customer service representative. She will work directly with event attendees and delegates on recruitment and confirmation. In addition, she will be responsible for maintaining IDC's database, confirming and adding new contacts, following up on proposals and attending to client requests. Prior to joining IDC, Marcia was a customer service representative for a local business process outsourcing service with DISH, a U.S. satellite TV provider. Marcia earned a bachelor's degree in secondary education from the University of the Philippines, Diliman. In her free time, she enjoys reading about technology and belongs to a mountaineering club. mdelgado@idc.com

**Yenny Kao** is a new account manager at **IDG Asia Pacific**'s Taipei office, where she is responsible for local accounts as well as partnering with account managers in other IDC offices to handles regional and global accounts. Prior to joining IDC, Yenny held sales and marketing positions with companies including 3M, Verizon Business and UMC. Yenny majored in management information systems at National Chengchi University in Taipei and earned a Master's degree in integrated marketing from New York University. Outside the office, she enjoys travelling, cooking, wine tasting, yoga, biking, a good read and a good movie. ykao@idc.com

*Kao*

**Sean Kao** joins **IDC Asia Pacific**'s Taipei office as a research manager in the Worldwide Hardware Assembly Research group, where he will be responsible for mobile device ODM (original design manufacturer) research and consulting. Sean has more than 18 years of experience in the IT and consulting industry. Over the years, he has researched numerous areas including the Chinese PC industry and market, the Greater China mobile phone industry, the Asian ICT market and global solar photovoltaic and green energy. Sean graduated from Chengchi University in Taipei with a doctoral certificate in technology and innovation management. skao@idc.com

**James Lontoc** is a new associate research editor on **IDC's Asia Pacific** Publishing Services & Technologies team in Manila. Prior to joining IDC, he worked as a PR/web editor for Vocus where he reviewed, edited and proofread clients' press releases. He is also the founder and owner of Highlit.ph, an upcoming online niche magazine focused on books, reading, and anything or everything related to books and reading. James earned his bachelor's degree in English from Saint Louis University in Baguio City. Outside the office, he enjoys reading, drinking good coffee and having intelligent conversations. jlontoc@idc.com

**IDC Singapore** has hired **Ng Huimin** as a research manager for the regional consulting team. In this role, Huimin is responsible for the ownership of custom research project workflow, ranging from support for business development, proposal generation, through analysis and project fulfillment. Prior to joining IDC, Huimin was with Ernst & Young, Ericsson and Nokia. She graduated from NUS with a degree in Applied Science. During her free time, she enjoys reading and cooking and does volunteer work when time permits. hng@idc.com

*Cheriyan*

**Thomas Cheriyan** has joined **IDG Enterprise**'s Alliance Marketing Services group as sales director. He recently had a similar post at Oxford Economics. Thomas has an undergraduate degree in computer engineering from City College of New York and an MBA from Baruch College in New York. In his free time he enjoys video games, golf and writing. tcheriyan@idgenterprise.com

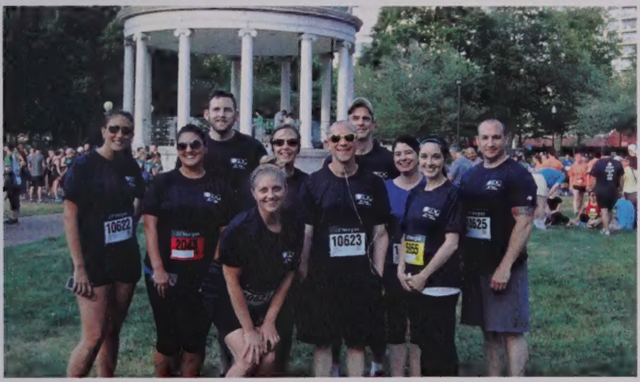
*Wood*

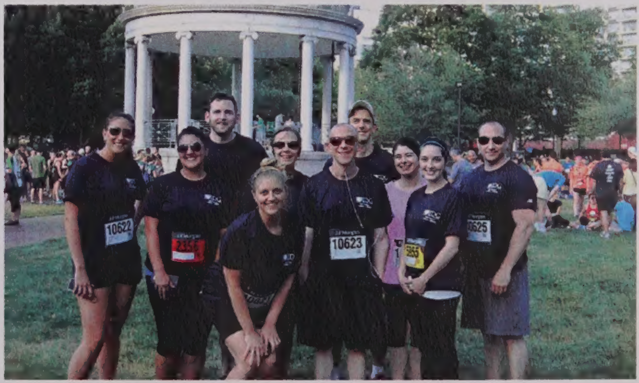
**IDC** has hired **Megan Wood** as an accounting assistant in its Framingham, Mass., office. A recent graduation of Providence College in Providence, RI, Megan earned a bachelor's degree in mathematics with a minor in business studies. Outside the office she enjoys reading and yoga. mwood@idc.com

## Contest: Can you spot the differences?

Boston-area IDG and IDC employees ran in the recent J.P. Morgan Chase Corporate Challenge, a 3.5-mile charity fundraiser. The original photo (left) has been modified to create a new photo (right). See if you can spot the 10 changes, and send your answers to world_update@idg.com no later than July 18 to be entered into a random drawing for an insulated IDG lunch bag filled with summertime goodies!

Click here for a closer look at the photos.





# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**28**
**Karin Quack** *IDG Germany*

**26**
**Judy Callahan** *IDG*

**20**
**Fay Harward** *IDG U.K.*

**17**
**Verena Schieder** *IDG Germany*

**16**
**Meredith Whalen** *IDC*

**15**
**Earl Joseph II** *IDC*

**14**
**Lauren Fitzgerald** *IDC*
**Linus Wolter** *IDG Sweden*
**Isa Stamp** *IDG Germany*

**13**
**Adam Sienkiel** *IDG Poland*

**12**
**Bert Sluijter** *IDG Netherlands*

**11**
**Akemi Kimura** *IDC Mexico*

**9**
**Caroline Mewing** *IDG Enterprise*

**8**
**Jesse Rutland** *IDG Global Solutions*

**7**
**Richard Bell** *IDC U.K.*

**5**
**Jebin George** *IDC United Arab Emirates*
**Maciej Rogacki** *IDG Poland*
**Oliver Aguilar** *IDC Mexico*

**4**
**Emily Snowden** *IDG U.K.*
**Pawel Olechowski** *IDC Poland*
**Luis Rodriguez** *IDC Mexico*

**3**
**Cynthia Burghard** *IDC*
**Yiye Feng** *IDC*
**Jorge Ferreira** *IDC U.K.*
**Marco Antonio Soto** *IDC Chile*

**2**
**Billy Ekblom** *IDG Sweden*
**Shahista Hagalwadi** *IDC United Arab Emirates*
**Arthur Melet** *IDC United Arab Emirates*
**Khan Sair Ullah** *IDC United Arab Emirates*
**Aaron Bery** *IDG U.K.*

**1**
**Edson Romao Gomes** *IDG Brazil*
**James Wester** *IDC*
**Steve Ragan** *IDG Enterprise*
**Kay Kim** *IDG Korea*
**Daniel de Carvalho Pereira Teixeira** *IDC Brazil*
**Pietro Delai** *IDC Brazil*

## Boston museum passes available

As a corporate member of several museums in Boston, IDG has a limited number of passes available for distribution to employees. Any employee, including those from other regions who are visiting the Boston area, may request up to four passes by sending an e-mail to Bridget McGuire with your name and business unit address. Alternatively, you may call Bridget at 508-935-4465.

The passes generally available are for the New England Aquarium, Museum of Science, Children's Museum of Boston and the Museum of Fine Arts.

## Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

## It's here! IDG's Employee Photo Calendar Contest has begun

The time has come to sift through your photo library or grab a camera and see what inspiration you can find in the world around you. Then pick one or two of your best images and submit them to IDG's 31tst Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

2015
CALENDAR
CONTEST

Here's what to do:

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos (and any questions) to world_update@idg.com.
- Entries must be received by Sept. 12, 2014.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 22 and Sept. 29.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo

Good luck!

## And while you're thinking about pictures...

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. Send the photo with a short description to idgcentral@idg.com.

# celebrating20

## Marc Ferranti

*Executive News Editor*

*IDG News Service*

*Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Marc Ferranti from the IDG News Service traveled to Brazil in April 2014.*

**Date joined IDG**

I joined IDG November 13, 1993, flying to Las Vegas to join the IDG News Service Comdex team one day after I quit Ziff.

**Career path**

I started out at IDG as the News Service's Paris Bureau chief, moving to New York in 1996 to become bureau chief there. I was named news editor in 1998, and Executive News Editor in 2000.

**Why I chose this trip**

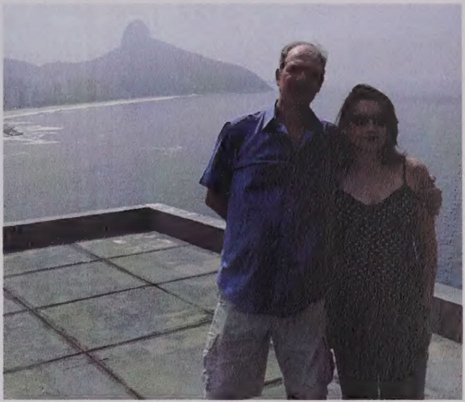
I fell in love with Brazilian music years ago and have met and performed with many Brazilians and Brazil aficionados, which has further fueled my curiosity about the culture and history of the country.

**Who you traveled with.**

My wife, Toni Messina (who plays keyboard in my band, Bossa5!).

**Trip highlights**

As soon as we dragged our bags into the Marina Palace on ritzy Leblon beach in Rio, the stage was set for our journey to the heart of samba: bossa nova plays nonstop 24/7 throughout the hotel, a soundtrack of every Brazilian tune I know. To get to the roots of modern Brazilian music, we trekked crosstown to bohemian Lapa, where young musicians are reviving a down-at-the-heels neighborhood and putting their own spin on traditional samba. We hit the Rio Scenarium nightclub, a cultural carnival with three levels, two dance halls with live music and in every nook and cranny artifacts including toys, clocks, old furniture and statues. The iconic Christ the Redeemer statue on Corcovado hill was clouded up so we took the cable car to "Sugarloaf" mountain for a breathtaking view of the city, its primeval-looking hills, Guanabara Bay and the Atlantic.



***Toni and I on roof of La Suite hotel with view of coastline outside of Rio.***

In Salvador de Bahia, the third and first worlds seem more conjoined than in Rio, where favelas are contained up on the hills. State police stationed on the periphery of Salvador's historic center, Pelourinho, eye pedestrians from the rougher surrounding neighborhoods. A tour guide mentioned a jazz jam taking place at the Museum of Modern Art, so I took my flute, talked to the band, and ended up playing with some of the top musicians in Bahia in front of an audience of about 1,000 — a real thrill!

Our last stop was the island of Tinhare,' where the Italian chef at the Vila Guaiamu bungalows oversees a restaurant on the Morro de Sao Paulo beach. Enjoying local fish and pasta al dente, seated a few feet from the Atlantic, makes for a perfect mix of Italian cuisine and tropical scenery: paraiso!

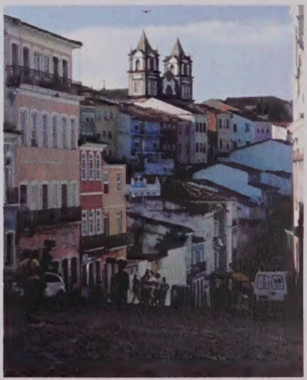
## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Catherine Davenport** *IDC New Zealand*
**Lada Durica** *IDG U.K.*
**Marc Ferranti** *IDG News Serivce*
**Ullrich Loeffler** *IDC New Zealand*
**Neil Silverman** *IDG Enterprise*

***Graffiti in the Santa Teresa hill section of Rio, famous for winding streets and home to a colony of artists.***

***Jamming with some great musicians at the Museu de Arta Moderna in Salvador de Bahia.***



***The old center of Salvador, Pelourinho, borrows from the architecture familiar to its Portuguese founders.***

» CHECK OUT OUR NEW CONTEST AND ENTER FOR A CHANCE TO WIN! PAGE 6

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

7 JULY 2014 | VOLUME 44, NUMBER 26 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4 | ANNIVERSARIES - page 5 | SPOT-THE-CHANGES - page 6

## Innovative digital magazine from IDG Netherlands offers lead gen

*An in-house team developed a new interface for special editions that offer sponsorship opportunities for vendors. The first magazine, Future IT, features editorial content developed through an IDG/IDC partnership.*

**SEE MORE ON PAGE 4**

## Also inside

- IDG.tv gears up for accelerated growth; taps Dina Roman at EVP, GM
- IDG Czech Republic unlocks new ad revenues with special issues
- One on One: IDG Chairman of the Board Walter Boyd

*IDG Training and Development hosts second IDG Compass program in Europe.*

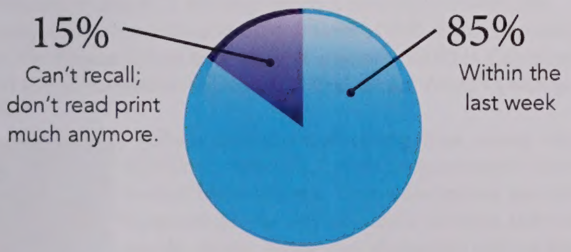
**SEE MORE ON PAGE 5**

*IDC, IDG Framingham colleagues participate in annual J.P. Morgan Corporate Challenge.*

**SEE MORE ON PAGE 6**

## Question of the week results

When was the last time you read a print publication?

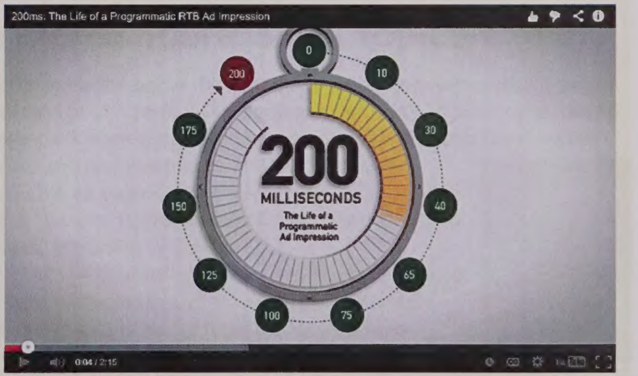


**Log on to www.idgcentral.com to vote on this week's question:**

How do you feel about Facebook manipulating some users' news feeds as part of a psychology experiment?

CLICK HERE

## A programmatic primer



200ms: The Life of a Programmatic RTB Ad Impression

If you're less than clear about the process of how an ad gets served programmatically once you've clicked on a URL, this brief video, shared at a recent IAB session on programmatic advertising, might help. Click here to watch 200 Milliseconds: The Life of a Programmatic RTB Ad Impression. (And just for a bit of perspective, it takes 400 milliseconds for the fastest of baseball pitches to reach the strike zone and between 300 and 400 milliseconds for a human eye to blink.)

# IDG.tv gears up for accelerated growth, names Dina Roman EVP, GM

Nine months after launching the IDG.tv site, IDG TechNetwork has decided to formalize the offering as its own unit and has hired a seasoned industry veteran to head up the group. **Dina Roman**, most recently senior VP of programmatic video sales at Adap.tv, is now executive VP and general manager of IDG.tv and will work out of TechNetwork's New York City offices, reporting directly to company CEO **Pete Longo**.

"As video continues to grow dramatically across our company, we are taking steps to ensure that we can accelerate our growth in this area," said Longo. "With this move, IDG is planting a big stake in the ground around video. And in Dina, we have found a talented executive with the right combination of strategic sales and business development skills to lead this group in transforming the IT video landscape."

Roman's team will include existing staff members **Zach Stern**, senior producer; **Victor Schwanke**, video editor, **Dan Masaoka**, camera operator/editor; and **Christine Ayuso**, project manager. Roman will also oversee the filling of several open positions in her group. "Dina will also work closely with other IDG business units as we continue to build our video platform as the one-stop source for technology video," Longo said.

> "With this move, IDG is planting a big stake in the ground around video. And in Dina, we have found a talented executive with the right combination of strategic sales and business development skills to lead this group in transforming the IT video landscape."
>
> *Pete Longo*

Prior to Adap.tv, Roman served as SVP of interactive advertising sales at Scripps Networks Interactive, where she sold digital assets across brands including Food Network and HGTV. Previously, she was vice president, marketer solutions and national advertising sales at Brightcove, where she was also a founding executive committee member of the video start-up. Prior to Brightcove, she spent seven years as VP/general sales manager of interactive advertising for Discovery Networks' Interactive Media Group.

***Roman***

Launched in November 2013, IDG.tv's mission is to present a unified IDG video offering to clients. The standalone site aggregates video content from across IDG-owned and operated sites as well as the IDG TechNetwork into a comprehensive channel for business professionals and consumers looking for technology-related content. With new video content added daily, IDG.tv currently includes videos sorted in a variety of categories including security, car tech, home entertainment, reviews and opinions, PCs and tablets, smartphones, gaming, apps, and more.

For more information, contact Dina Roman. ■

# IDG Czech Republic rolls out special issues to address hot topics

Keeping on top of IT industry trends is proving successful for special print projects and supplements at IDG Czech Republic. In April, the Prague-based business unit released BOYD in Computerworld and Virtualization & Cloud in CIO Business World as well as HD World.

HD WORLD
Elektronika na léto

"These special projects bring more money into IDG Czech Republic," said Computerworld Editor-in-chief **Radan Dolejs**. "Some companies are willing to spend money only on special projects and not in regular issues. These special projects help us provide our customers unique opportunities in specific business areas."

Keeping the topic of the special issues current is key to their success, according to Dolejs. "Two years ago we issued our first Big Data supplement, and it set a record for special-projects income. This year we had to cancel it due to there being no interest from advertisers at all."

BOYD looked at mobility in the enterprise; Dolejs said HD World is the only B2C magazine in the Czech market about high-tech gadgets for the home. BOYD and Virtualization were each 24 pages and had print runs of 9,000 copies; HD World's 15,000 copies ran 44 pages. All three supplements were included in subscribers' regular issues and on newsstands. HD World was also available as a stand-alone newsstand publication for 2.16 euros (US$3) and sold approximately 2,000 issues, according to Dolejs.

Konzumerizace firemního IT
Podniková mobilita bez kompromisů

All the publications were written and produced in-house and contain all new material. Editorial takes two weeks to put together, and ad sales begin about a month earlier.

Among the contributors were Dolejs, Computerworld Editor **Pavel Louda**, CIO Business World Editor-in-chief **Ondrej Hergesell** for editorial and Online Manager **Ousmane Keita**, Senior Advertising Manager **Jitka Vyhlidkova**, Advertising Managers **Petr Vopalecky** and **Helena Hajsterova** for sales.

Computerworld supplements are available as free PDFs after they are no longer available on newsstands.

Contact Radan Dolejs. ■

# OneonOne

## Walter Boyd

*IDG Board of Directors*

***The chairman of the board is this week's columnist. Reach him at wwalterboyd@aol.com.***

> "While Pat is no longer with us my advice is to stay true to the 10 Corporate Values that he put in place some 40 years ago. They were valid then, and they remain so today. They are the bedrock upon which IDG has been built and have helped make IDG what it is today."

**Q Can you briefly outline your IDG career?**

A In 1959 I was just graduating from college and found a terrific job at a classical music radio station, WFMT, in Chicago. I was hired as a general go-fer and typist. They had been publishing a monthly program guide and that turned into the first regional city magazine in the country called *Chicago*. After nine years I needed to move on and became the managing editor of *Transaction*, a magazine for the social sciences, published by Washington University in St. Louis. Again, after a year or so I found that I was getting bored.

I had a wonderful mentor, Mike Hartenfeld, the executive VP at *Advertising Age*, and when I told Mike about my situation he told me to send him a "Position Wanted" ad and said he'd run it free of charge in *Ad Age*. I did, and who answered but **Pat McGovern**. When I got Pat's letter I immediately called him, and we agreed that I should come to Boston for an interview. The rest is history. I got the job of managing editor of the brand-new *Computerworld* and arrived in Boston on a very snowy New Year's Day in 1968 and met Pat in Harvard Square for dinner.

Within a year I was named the executive vice president of Computerworld, and in the following two years I was put in charge of all operations for the publishing company at a time when we were just starting our international expansion.

I was extremely fortunate to be involved in all of the expansion starting with Japan and Germany, followed by Denmark, England, Norway, Sweden, Spain, and on and on. Pat would go to a country and find a managing director and tell that person to do whatever they thought best, and a month later **Bill Murphy**, our VP of finance, and I would arrive to tell the new manager what he or she really had to do if they wanted to keep their job. It was a very heady and a very wonderful time.

I was the president and chief operating officer until 1994 when, after 27 years, I retired. It was a very difficult decision, but I had been in the same spot almost too long and I knew that things were changing and it would be a good time to step down before I was asked to step down. Pat threw me an incredible retirement party that still brings tears to my eyes when I watch the tape.

But even better he asked me to join the board of directors, and that's where I've been for the past 20 years. During these years I have stayed very much in touch with the operating companies through board activities. I have also done a lot of consulting for Pat, ranging from being involved in the hiring of top executives throughout the world to doing interviews of both company personnel and IDG customers to determine what we were doing right and what we could be doing better.

**Q Although you have remained on the IDG board, you retired from IDG management in 1994, so most employees don't know you. What should they know about you as a manager and a person?**

A My management style was always laid back. Pat always said "hire good people and get out of their way." I can't tell you how many times I watched even great managers with one foot on a banana peel and the other foot in the grave and thought to myself, "Boy, I hope they make the right decision" — and mostly they did.

My office door was always wide open, and for those too shy to come to the office (or too worried) I held an informal Friday night after work office hour(s) at the bar of the Ritz Hotel in Boston. All of my managers knew that if I wasn't traveling I would almost always be there, and if they wanted to talk in a very informal situation they were welcome to join me in a martini or two and conversations that were always off the record.

Today we have an incredibly talented group of managers running the operations of IDG companies from the incomparable **Ted Bloom** as president/CFO to **Kirk Campbell** at IDC, **Michael Friedenberg** at IDG Communications, **Hugo Shong** in China, **Pat Kenealy** at our U.S. IDG Ventures group and **Keith Arnot**, IDG's U.K.-based VP of international finance, to name just a few. The list goes on and on with long-term employees in virtually every division of the corporation.

**Q What advice can you offer employees as we begin to adjust to moving forward without Pat McGovern at the helm?**

A While Pat is no longer with us my advice is to stay true to the 10 Corporate Values that he put in place some 40 years ago. They were valid then, and they remain so today. They are the bedrock upon which IDG has been built and have helped make IDG what it is today.

**Q You have been credited for being as much a creator of the IDG culture as Pat. Did you both always see eye to eye?**

*continued on page 5*

# Innovative IDG Netherlands digital magazine includes lead gen offer to sponsors

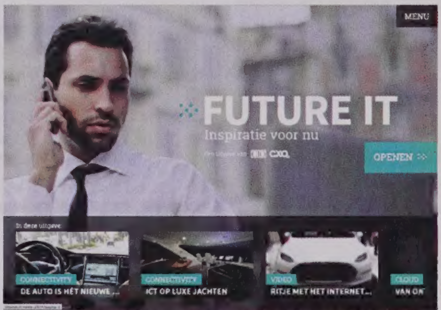
IDG Netherlands has produced its first digital business media magazine, a special edition with an interface developed in-house that the company will use to generate other one-off digital magazines quickly and inexpensively. While Future IT is technically a website, it has the look and feel of a 23-page magazine with large-scale photos and videos and uses a swipe-able navigation that works on desktop, laptops or tablets.

"We wanted to produce an inspirational online magazine for CIOs and line-of-business managers featuring companies that are ahead of the pack, and we searched for ways to make Future IT ahead of the pack as well," said **Sander van der Meijs**, IDG Netherlands editor-in-chief, Business Media.

Business Media Product Manager **Joey Noordhoorn**, who coordinated the project, said existing tools didn't suit their needs, or only focused on mobile, and using an outside digital magazine design company was too expensive. "We all took the challenge in creating something that is mindblowing for our readers. Now that we have a resuseable interface in place, we can easily 'build' a magazine in just a couple of days."

**Steven Dijkerman**, head of development, Business Media looked at tablet apps designed by other IDG business units to see how they presented content and how their basic navigation worked. "PCWorld.com became our primary focus, because it used swiping left and right to navigate through articles and scrolling up and down to read more of each article."

With that in mind, the team looked for an HTML framework to build something similar for desktops and tablets and chose the jQuery Mobile javascript/css framework because "integrating with our existing jQuery code seemed awesome, and we felt that swiping and cool page transitions gave us the modern look and feel," he said.



*The interface will be used to produce two or three additional special digital issues in the coming year.*

The editorial formula and content creation was a partnership between van der Meijs and IDC Benelux Senior Research Analyst/EMEA Telecommunications and Networking Group **Melissa Fremeijer**, conveniently located in the same building. "Apart from providing global and regional expertise on technology and industry opportunities and trends, this partnership also proved to be a new and exciting formula for IDC to showcase our research skills on a local level and provide IT professionals and business executives with a better understanding how to identify the benefits and challenges in the new ways of using technologies," Fremeijer said.

*(L-R): IDG Netherlands Business Media Head of Development **Steven Dijkerman**, Web Developer **Joshua van Meer**, Strategic Marketing Services Consultant **Annelies Bos**, Business Media Product Manager **Joey Noordhoorn**, IDC Benelux Senior Research Analyst EMEA **Melissa Fremeijer** and IDG Netherlands Business Media Editor-in-chief **Sander van der Meijs**.*

The new content, all of which can be used again on IDG Netherlands' other enterprise sites, is primarily case studies touching on topics such as connectivity, cloud, social media, wearables and services, and four videos in which Dutch thought leaders describe how they see the future of IT. Repurposed content from Computerworld, CIO and CXO rounds out the offerings.

Four Future IT sponsors bought advertorial space in which to tell their stories, and Intel sponsored a timeline infographic on the history of the tablet.

"The unique stories of the sponsors' products in Future IT will be individually broadcast across our CXO and CIO brands as well as through LinkedIn and Twitter," said IDG Netherlands Strategic Marketing Services Consultant **Annelies Bos**. "We will also produce white papers that will deal with each sponsor's topic in-depth, resulting in a 360-degree approach that will provide highly qualified leads for the sponsors and promote their brands in connection with solid thought leadership across the topics they've chosen because of the connection to our editorial." Sponsors were promised a minimum of 25 leads each.

Future IT generated 65,000 euros (US$88,000) in income with costs of 35,000 euros ($47,000).

Any colleagues interested adapting the inteface for their own use can contact Sander van der Meijs or Steven Dijkerman. ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**29**
***Keith Arnot*** *Int'l Controller's Office*

**26**
***Caroline Craig*** *IDG Enterprise*

**24**
***Scott McLarnon*** *IDC*

**22**
***Randy Perry*** *IDC*
***Debra Becker*** *IDG Enterprise*
***Donald Young*** *IDG World Expo*

**20**
***Loren Loverde*** *IDC*

**19**
***Paul Overhiser*** *IDG*
***Joan Young*** *IDC*
***Cheryl Giangregorio*** *IDG Strategic Marketing Services*
***Karen Blythe*** *IDG Global Solutions*

**16**
***Courtney Munroe*** *IDC*

**14**
***Marian Prokop*** *IDG Enterprise*
***Dorothy Merullo*** *IDC*
***Katharina Friedmann*** *IDG Germany*

**13**
***Patty Gill*** *IDG*
***Meghan Baker*** *IDC*

**12**
***Kate Godfrey*** *IDG Consumer & SMB*
***Bob Bragdon*** *IDG Enterprise*
***Amy Danielowich*** *IDG Strategic Marketing Services*

**11**
***Bob Melk*** *IDG Consumer & SMB*
***Ole Evers*** *IDG Germany*

**10**
***Sandra Tubbs*** *IDC*
***Scott Tiazkun*** *IDC*

**9**
***Tammy Gargus*** *IDG Consumer & SMB*

**8**
***Karen Mitchell-Capland*** *IDG Strategic Marketing Services*

**7**
***Justin Counts*** *Engineering Solutions Group*
***Simon Ellis*** *IDC*

**6**
***Matthew Iaricci*** *IDC*
***Teresa DeLuca*** *IDG Enterprise*
***Anna Rosiczka*** *IDG Poland*
***Andrew Han*** *IDG Korea*
***Patrick Hagn*** *IDG Germany*

**5**
***Andy Trice*** *Engineering Solutions Group*

**4**
***Juan Ortiz*** *CIO Executive Council*
***Charles Sacco*** *IDC*
***Archana Ramachandra*** *IDC*
***Michael Kan*** *IDG News Service*
***Matias Fuentes*** *IDC Chile*
***Claudia Lopez*** *IDC Mexico*

**3**
***Scott Boutwell*** *CIO Executive Council*
***Nicole Day*** *IDG Enterprise*
***Lauren MacDonald*** *IDG Strategic Marketing Services*
***Christian Drake*** *IDG Global Solutions*

**2**
***William Koscielny*** *CIO Executive Council*
***Matthew Steele*** *Digital Solutions Group*
***Liz Fiorentino*** *IDG Consumer & SMB*
***Mike Homnick*** *IDG Consumer & SMB*
***Philip Johnson*** *IDG Enterprise*
***Angela Salmeron*** *IDC U.K.*

**1**
***Mike Rodriguez*** *CIO Executive Council*
***Christina Najarian*** *IDG*
***Christopher Kinnier*** *Digital Solutions Group*
***Erinn MacKinnon*** *Digital Solutions Group*
***Kelly Gannon*** *IDG Enterprise*
***Mayra Escalera*** *IDG Enterprise*
***Trung Dinh*** *IDG Vietnam*
***Edmundo Cruz*** *IDC Mexico*

*continued from page 3*

## One on One

A Pat and I were truly of one mind from the first interview we had at Hugo's Lighthouse in Scituate, Mass., back in 1967 to the last board meeting in January 2014 when we had a short but powerful private discussion about his continuing need to keep on the move. He said, "Walter, you know that the only time I am truly happy is when I'm looking at the next best thing for IDG."

We always had a terrific relationship. And one of the most moving things he ever said to me was a few years back when several ex-employees all surfaced with claims to have been a "founder" of IDG. Pat said, "the only person other than myself who is entitled to that title is you." ■

# noteworthypeople

### New employees

Previously a senior account executive with Lanyon, **David Kaz** joins IDC as a senior account executive. A graduate of the University of Iowa, he holds a B.A. in liberal arts and enjoys golf and running. dkaz@idc.com

STEVE PHILLIPS

**Yao**

New at IDC California in San Mateo is Client Services Representative **Yilu ("Jimmy") Yao**. Previously a marketing assistant with Hitachi Chemical Co., he recently earned a B.A. in marketing from Santa Clara (Calif.) University. A movie addict, he also enjoys modifying cars and playing guitar. yyao@idc.com

PETER SHORT

**McNeely**

Previously a pararescueman with the U.S. Air Force for six years, **Daniel McNeely** joins IDC Framingham as a sales representative. He enjoys carpentry and mountain biking. dmcneely@idc.com

## Career management, IDG history, cool projects and more at IDG Compass

IDG Training & Development organized IDG Compass in London last month, the second time the two-day program had been held in Europe. It is designed for employees who have been with IDG for at least a couple of years and are interested in tools and information to better operate and navigate within the company.

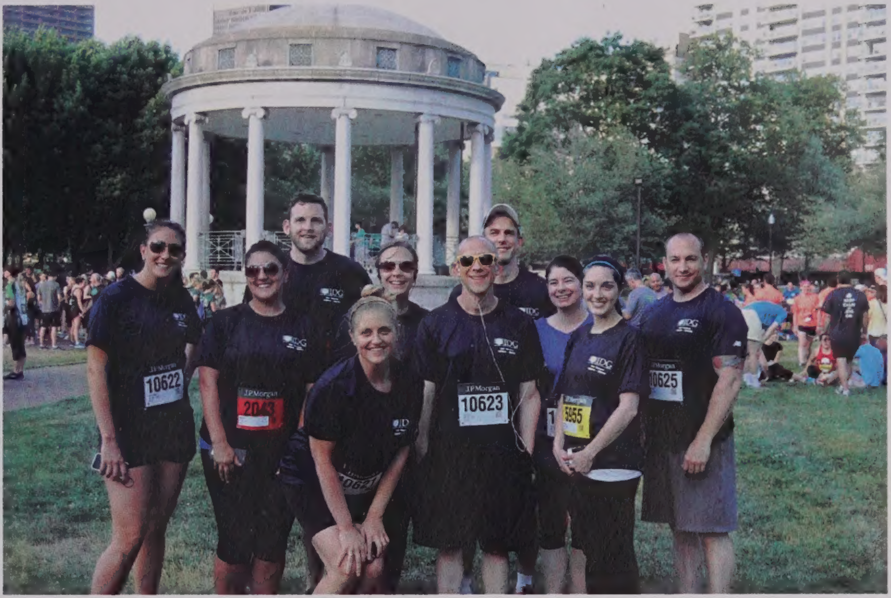
Presenters from a variety of business units addressed the history of IDG, networking, personal motivation, career management and hot topics/cool ideas happening at IDG and IDC. The agenda also included themed discussion rountables.

Participants: (from IDG U.K.): **Ashleigh Allsopp**, **Neil Bennett**, **Marie Brewis**, **Katherine Emeric**, **Karen Haslam**, **Mandie Johnson**, **Michaela Maffia**, **Chris Martin**, **Jim Martin**, **David Price**, **Dominik Tomaszewski** and **Stelio Tourikis**. From IDC U.K.: **Kanupriya Bathli**, **Rosalin Craven**, **Maciej Gornicki** and **Susana Santos**. From IDG Germany: **Carolin Beck**, **Aysen Demir** and **Carol Stockinger**. From IDG Connect: **Natasha Deboo**, **Kate Hoy**, **Mehmet Semerkant** and **Matt Vickers**. From IDG Netherlands: **Wesseline Hartzema**, **Elmar Rekers** and **Robert Riphagen**. From IDG Global Solutions: **Shannen Khin** and **Louise Pearson**. From IDG Sweden: **Lina Frisk** and **Semir Jasarevic**. From IDC Nordic/Denmark: **Jesper Markmann**.

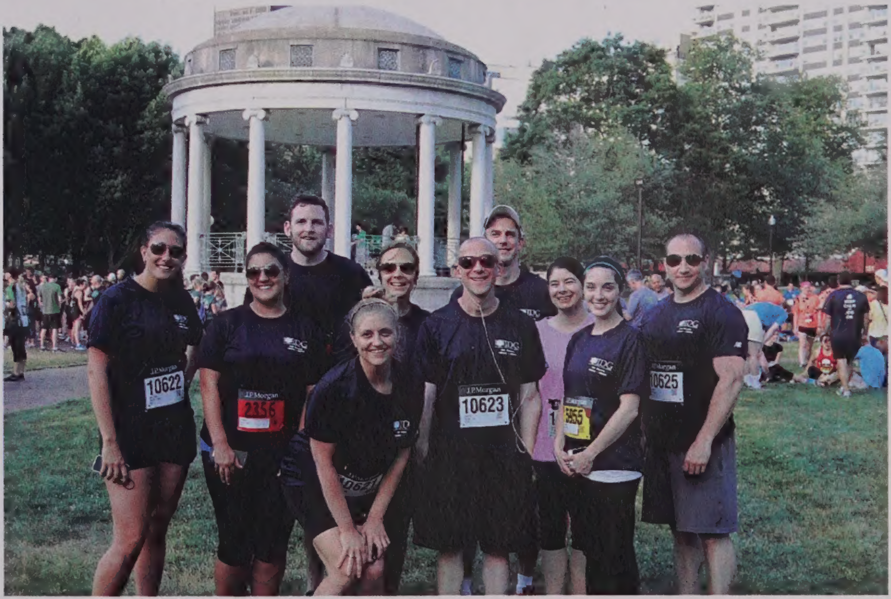
# offline

## Can you spot the differences?

Eleven runners from IDG's and IDC's Framingham, Mass., offices took part in last month's J.P. Morgan Chase Corporate Challenge, a 3.5-mile run through downtown Boston that raises money for local charities. Participants included (l-r): **Kristin Bollus**, IDG Enterprise; **Jenelle Villani**, IDG Enterprise; **Sam Blazer**, IDC; **Kristin Dacey**, IDG World Expo; **Danielle Thorne**, IDG Enterprise; **Chris Kinnier**, IDG Enterprise; **Brian Eastwood**, IDG Enterprise; **Amy Lind**, IDC; **Jackie Mellen**, IDG World Expo; and **Jay Long**, IDG World Expo. Not pictured: **Xiao-Fei Zhang**, IDC.



The original photo (top) has been modified to create a new photo (below). See if you can spot the 10 changes, and send your answers to world_update@idg.com no later than July 18 for a chance to be entered into a random drawing for an insulated IDG lunch bag filled with summertime goodies!



### thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Walter Boyd** *IDG*
**Radan Dolejs** *IDG Czech Republic*
**Pete Longo** *IDG TechNetwork*
**Michelle Maher** *IDG News Service*
**Sander van der Meijs** *IDG Netherlands*
**Maringo Vlijter** *IDG Netherlands*

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EMPLOYEE NEWS AND INFORMATION

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# IDG World Update

EMPLOYEE NEWS AND INFORMATION
30 JUNE 2014 | VOLUME 44, NUMBER 25 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 10 - page 8

## IDC's CIO Summit reaches new audiences in Russia, East Africa

*Now in its seventh year, the conference series provides CIOs an opportunity to share ideas and advisory services to better assist them in their jobs and a peer-to-peer community.*

**SEE MORE ON PAGE 2**

## Also inside

One on One: IDG Communications' CCO John Gallant
IDG Contributor Network boosts coverage, peer interaction
IDG India incorporates more networking in CIO events

*Terri Bergstrom, IDC's longest-serving employee, retires after a 38-year career.*

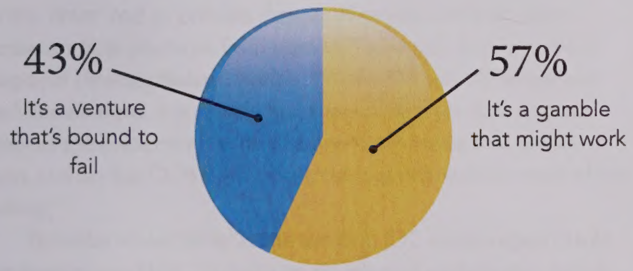
**SEE MORE ON PAGE 7**

*Michael Fletcher, associate VP, Sales, IDC Insights, marks a decade of service.*

**SEE MORE ON PAGE 8**

## Question of the week results

What do you think about Amazon's entry into the smartphone market?



(No respondents were willing to say "It's a great idea.")

**Log on to www.idgcentral.com to vote on this week's question:**

When's the last time you read a printed publication?

CLICK HERE

## Wanted: Your office photos

*The women of IDG Global Solutions U.K. turned out in force earlier this month to participate in a 5K charity race supporting the fight against cancer. To see more visit IDG Central's Photo of the Day feature. While you're at it, why not send a photo of your own colleagues in action? Photos can be sent to idgcentral@idg.com.*

# IDC's CIO Summit series reaches new audiences in Russia, East Africa

IDC CIO Summit
Санкт-Петербург
5-6 июня 2014 года

*IDC Russia and CIS Regional Director* ***Robert Farish*** *welcomes CIOs to St. Petersburg. Holding the event in June during the "white nights," with ample activity and beauty in the northern city, proved to be a compelling invitation for attendees, he said.*

*IDC East Africa Country Manager* ***Onesmus Mbogo*** *(center) talks with attendees at the inaugural East Africa CIO Summit.*

IDC expanded its CIO Summit Series, now in its seventh year, to two more countries earlier this month: Russia (June 5-6) and Kenya (June 17). The event provides CIOs a number of platforms for sharing ideas, advisory services to better assist them in their jobs and a peer-to-peer community.

Eleven partners led by Microsoft, HP and Comparex supported the CIO Summit in St. Petersburg, which drew 118 CIOs from 11 countries. While the majority of CIOs were from Russia, and three from Belarus and Ukraine, most of the rest were specially invited by IDC — and their expenses paid — due to their willingness to share their extensive experience at companies representing an array of global brands. The summit primarily featured panel discussions between the Russian CIOs and their peers from other countries.

"Our competitive advantage in Russia is to act as a 'window to the West' and to provide Russian IT executives with direct access to best practices from abroad," said IDC Russia and CIS Regional Director **Robert Farish**. "While IDC's conferences are well-known here, it is usually our analysts and vendors who do most of the presenting. With this event, we wanted to switch roles and let the CIOs both create the agenda and do most of the talking."

To foster interactivity at the summit, IDC encouraged the attendees to use EMA, its in-house developed mobile app that allowed the delegates to post questions to the panelists in Russian and English and participate in polls. The app originally debuted at the CIO Summit in Vienna in April and will be used at more of IDC CEMA's large-scale events in the future.

The East Africa CIO Summit in Nairobi attracted 110 attendees from Kenya, Ethiopia, Uganda and Tanzania who represented a variety of industry sectors. The agenda explored the pivotal role of the CIO in the new business world of technology transformation, with a keynote address from the acting CEO of the Kenya ICT Authority. IDC analysts from around the globe were featured speakers and were available for private one-on-one meetings. EMC and Dimension Data led the list of 15 companies supporting the event.

As part of an ongoing initiative by IDC to foster development of the IT industry in regions poised for IT growth, the summit served as the formal launch of IDC's Technology Advisory Council (TAC) for East Africa. The nine-member council, led by senior IT representatives from large end-user companies who were invited by IDC, will serve as mentors to upcoming IT talent and establish programs that recognize breakthrough performances in IT.

"We are extremely excited about the potential for this council," said IDC East Africa Country Manager **Onesmus Mbogo**. "It will be a far-reaching source of thought leadership on issues related to strategic planning, research and development and technology innovation."

Other TACs were established earlier this year in North Africa, West Africa, Middle East and Turkey.

Write to Robert Farish and Onesmus Mbogo. ■

## IDC quick stat

Worldwide smart connected devices are forecast to grow 15.6% year over year in 2014, reaching close to 1.8 billion devices according to the Worldwide Quarterly Smart Connected Devices Tracker. Smartphone growth is expected to lead the charge as PC and tablet forecasts have been lowered in light of a weak first quarter. By 2018, IDC estimates shipments will grow to 2.4 billion units.

# OneonOne

## John Gallant

*IDG Communications U.S.*

***The SVP and chief content officer for IDG Communications U.S. is this week's columnist. Reach him at jgallant@idgcommunications.com.***

> "Our readers can be a real differentiator for IDG in an increasingly crowded and competitive market of tech coverage. Reader contributions also promise great benefits to the business as well in the form of additional traffic and new names in the database."

**Q I've heard about two new launches: the IDG Contributor Network (ICN) and the Answers program. Can you talk a bit about what these are and why they are being launched?**

A One of our major goals in editorial is to increase the contributions of our very smart and savvy readers. That boosts engagement, increases loyalty and adds to our knowledge base. Our readers can be a real differentiator for IDG in an increasingly crowded and competitive market of tech coverage. Reader contributions also promise great benefits to the business as well in the form of additional traffic and new names in the database. We know from study after study that readers trust and value information from their peers above all other sources, so adding more of the reader voice is vital.

Answers and ICN are both focused on that goal, but in different ways. Answers enables readers to ask and answer questions among their peers. In doing so, they quickly solve problems and showcase their expertise. We've had a great proof of concept for Answers for a few years now, thanks to **Jodie Naze** and the team at ITworld.com, where the Answers section now generates up to a third of the site's monthly traffic. These questions and answers have great search longevity as readers look for everything from how to enable a feature on an Android phone to how to tweak settings in VMware. Our goal by the end of the current fiscal year is to tie all our IDG Enterprise sites into the Answers service — a move that will provide a significant traffic boost over the months and years ahead. We'll also explore whether to roll out Answers on our consumer sites as well. Keep in mind that each new question and its associated answers creates more targeted, sellable inventory.

ICN, which launched in June and is led by **Joyce Carpenter**, is our effort to create a publishing platform for a much wider group of writers. If you want a visual, think of three concentric circles. In the first circle are our staff members — really seasoned writers, editors and designers who bring their unique skills to creating and crafting content. The second circle, which is much bigger, consists of the hundreds of talented freelance journalists who currently blog, test, write columns or articles for us. We benefit from their broad array of knowledge. The third circle, which is orders of magnitude larger, consists of experts in many fields who want to showcase their expertise in areas as popular as mobile to topics as specific as software-defined networking. By creating an easy way for these experts to nominate themselves for acceptance into the ICN program, set up profiles, create content and add multimedia elements, we have the potential to bring hundreds of new contributors into our family on big-tent and niche topics. [Ed. note: see article, page 4.}

**Q Do these initiatives also point to new ways that editorial and tech are working together?**

A To paraphrase, we are embarked on a great crusade together! These efforts require new capabilities that we're building hand-in-hand with our tech colleagues. For example, **Aaron Jones**' Engineering Solutions Group had to build quite an array of new capabilities into the Apollo publishing platform to support ICN. Among these features are: a dashboard of pending contributor applications; a notification system that alerts editors that new writers and stories have entered the system; simplified sign-on capabilities — and security — for external contributors; an activity tracking system that enables ICN writers to earn multiple levels of recognition; an analytics dashboard that lets ICN writers (and our own team) track key stats; integrated social media posting tools; and much more. Answers demands an additional set of capabilities. Because these capabilities are built into Apollo, ultimately they'll be available to IDG editors around the world. I think it's fair to say that tech and edit are defining and building the content and community foundation of a new media company.

**Q Speaking of new media companies, how are the roles of editorial people changing?**

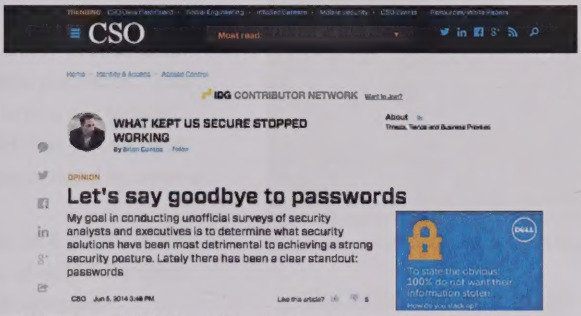
A I shared the stage with IDG News Service VP/Editorial Director **Elizabeth Heichler** at the recent IDG Media Management Institute, and we talked about just this topic. First, we're dealing with some very big-picture changes in the media marketplace. As I noted earlier, the market is incredibly competitive, and we are fighting for attention minutes, if you will, against information sources ranging from traditional news organizations that have emphasized tech coverage (i.e., The Wall Street Journal), to strong new entrants — some venture funded — like Vox Media, to targeted blogs that focus on niche topics. We have to be very clear on the editorial mission, voice and tactics for each of our brands in order to be successful. We have to be good with not only news and features — our long-developed

*continued on page 6*

# IDG Enterprise gives readers a voice, extends coverage with IDG Contributor Network

IDG Enterprise will be giving IT experts and its readers a voice at its eight sites through the new IDG Contributor Network. Launched earlier this month, the Contributor Network is also designed to broaden IDGE's coverage of tech industry news.

IDGE is encouraging IT experts to become contributors through the Network's online application process. "We wanted to bring outside expertise to our sites and allow our readers to interact with each of those experts and each other, building both conversations and community," said IDG Contributor Network Director **Joyce Carpenter**. "Our reporters and freelancers have lots of expertise, but they can't cover everything that's out there. We hope our new contributors will be able to fill niches we're not covering, provide a depth of knowledge we don't have or provide a unique perspective on a problem."



CSO

Most read:

IDG CONTRIBUTOR NETWORK

WHAT KEPT US SECURE STOPPED WORKING

By Brian Contos

OPINION

Let's say goodbye to passwords

My goal in conducting unofficial surveys of security analysts and executives is to determine what security solutions have been most detrimental to achieving a strong security posture. Lately there has been a clear standout: passwords

*The first branded IDG Contributor Network post appeared on CSO.*

In its fourth week, the Network has almost a dozen contributors and is operating on three IDGE sites. (It is currently specific solely to IDGE sites, although it may be launched on other IDG sites.) "We hope there will eventually be hundreds of contributors," Carpenter said, "writing about everything our publications cover — or would like to cover — for our readers." She is currently vetting professors from MIT, members of the CIO Executive Council and past IDGE event speakers to be contributors. "These are just some of the voices we think will resonate with our readers," she said, adding that peers and technology content sites are the top resources IT leaders use to stay current with new technologies.

Carpenter said she recruits some potential contributors — "analysts, consultants, academics and researchers who are on top of the latest trends, CIOs who can provide first-hand advice and anyone in the IT trenches who can talk about how they're solving problems." PR agencies are also "very good" at finding outlets like the Network and submit applications on behalf of their clients, she said. The names of other potential contributors have been forwarded to her by IDG editors and reporters.

Carpenter reviews the applications and submitted writing samples — "there has to be some evidence that they can write well enough that we're not going to need to do a lot of editing," she said — and matches each approved contributor to the appropriate IDGE publication and assigns them an editor at that publication. "Each contributor only posts to one publication, via its blog platform. How much they are edited will depend on their writing skill and how active a role each publication wants to take," she said. Posts are branded with the IDG Contributor Network logo. (The network's first post can be found at CSO Online here. )

According to Carpenter, there are "no particular expectations" of how frequently contributors will be expected to post content. "In my dream world, everyone would post once a day, but some will make irregular contributions while others I'll have negotiated the expectation of a weekly posting. If they're up to snuff, they can publish live, which will free up editors' time for contributors who need editing. At this early stage it can go in many different directions."

As contributors interact with their readers and peers through their posts, comments, sharing to social media, they'll also be earning badge levels of Advisor, Influencer or Thought Leader. "It's a way to get their competitive juices going and entice them to post more, promote their content more and engage with their readers more. Higher badge levels also tell readers which contributors are well read and active in the Network community," Carpenter said.

Tech support for the Network has been added to the IDG Media Platform. As each IDG Enterprise publication comes onto the platform, it will join the Network. It is currently live on Network World, CSO and CITEworld.

"It took many hours from many people to launch all of the pieces that make up the application and login processes, the on-site display of the posts and contributor profiles and the CMS updates to support the Network's contributors," Carpenter said. IDG CSMB's Product Manager **Lauren Wakefield** and Senior Product Manager **Brandon Mahne** "led the charge" as intermediaries between Carpenter and the Network's developers (the CMS was originally developed at CSMB), "but there were many participants from Engineering Solutions Group, Digital Solutions Group and IDG editorial," Carpenter said.

Contact Joyce Carpenter. ■

# IDG India's new CIO events incorporate more time for small-group connections

IDG India's events team recently found success with a new, small-scale series of events called CIO Executive Boards and a larger CIO Leadership Event.

The four CIO Executive Boards, which were invitation-only and capped at 20 attendees, came in quick succession with sessions on mobility and the cloud held on two consecutive days in Mumbai in April, followed by ones on sourcing and analytics the following week in Delhi. Moderated by IDG India Editor-in-chief **Vijay Ramachandran**, the three-hour morning sessions focused relevant case studies on each topic and drew the full complement of CIOs and two sponsors each.

"The focus was on discussing real case studies — two each from our sponsors and two from leading CIOs whose views and experiences our readers would value — and then driving discussion on those case studies," said **Parul Singh**, IDG India associate publisher. "The format was new to everyone, and unlike our regular roundtable discussion events, which last just an hour, these were in-depth and highly appreciated by attendees and sponsors alike."

The series generated revenues of 4.3 million Indian rupees (US$71,000) with expenses of only 1.2 million ($20,000) — "a very neat profit," Singh said.

May saw the debut of the two-day CIO Leadership Event in Bangalore, which was "extremely profitable," Singh said, "with a net business of approximately $70,000." Event planners emphasized its exclusivity by inviting only 60 CIOs from leading Indian companies and limiting sponsorship to only six vendors (who quickly confirmed their partnership within two weeks of IDG India announcing the event). "Given the number of off-site events put on by us and our competition, we needed to break away from the clutter by emphasizing the intimate size and the opportunities for substantive discussions," Singh said.

*The new topic-specific CIO Executive Board events provided more time for case study discussions, which sponsors and attendees both appreciated.*

*The CIO Leadership Event included workshops with certified trainers and (above) focus groups that gave vendor delegates in-depth time with CIOs.*

She added that of the eight and a half hours of conference time, only three hours were dedicated to sponsor sessions, comprising mainly successful customer case studies. The remaining time was dedicated to workshops with certified trainers on topics like "Leading without a Title" and "The Science behind Leadership" and sessions with current CEOs on "Fostering Disruption: Tackling Today's Competitive Landscape" and "What CIOs Can Learn from Entrepreneurs."

"We also conducted CIO Focus Groups with four to five CIOs and one vendor in each group, giving that vendor a chance to interact closely with at least 20 CIOs over the course of the event," she said.

For more information contact Parul Singh. ■

## Share your events ideas

Is your business unit trying something new with events? Whether it's regarding sponsorship programs, marketing, registration, exhibitor relations or any other aspect of event management, your experience could help others at IDG. Send a brief description of your initiative to world_update@idg.com.

# noteworthypeople

## New employees

**Zhang Yongjie** joins **IDC Singapore** as an inquiry analyst, coming from Kaplan Singapore where he was a senior program management executive. He holds a B.S. in economics and a diploma in accountancy and enjoys playing soccer as a midfielder and following Formula 1 racing. yongjiezhang@idc.com

Previously a senior marketing project management specialist with TJX Companies, **Becky Burnham** joins **IDG Research Services** as a sales and marketing coordinator. A graduate of Rhode Island College in Providence, she holds a B.A. in communications. Her interests include camping, kayaking, hiking and cooking. rebecca_burnham@idgresearch.com

**Burnham**

JOE MOLA

**Andrea Schneider** is a new CIO engagement specialist with the **CIO Executive Council**; she was previously a project coordinator with Dell Services. She earned a B.A. in communications from the University of Massachusetts/Amherst and enjoys music, movies and cooking. aschenider@cio.com

**Schneider**

JOE MOLA

The **CIO Executive Council** has also hired **David Ryan** as VP, Digital Technologies. Previously practice lead with Competitive Edge Service, he holds a degree in computer science from Chubb Institute of Computer Technology. He enjoys skiing, hiking and kayaking. dryan@cio.com

**Ryan**

JOE MOLA

Also new at the **CIO Executive Council** is Account Director **Jim Kane**. Previously business development director with Staples, Inc., he earned a B.A. in business administration from Providence College in Rhode Island. He has completed 15 marathons and two Ironman triathlons. jkane@cio.com

**Kane**

JOE MOLA

Previously an events producer with the New York Public Library, **Jaime Kaufman** joins the **CIO Executive Council** as an events manager. A certified meeting planner, she also holds a B.S. in communications and journalism from Boston's Emerson College. Away from the office she enjoys yoga, road tripping and "traveling to countries where no one speaks any English." jkaufman@cio.com

**Kaufman**

JOE MOLA

**IDG TechNetwork** has hired **Stephanie Pulido** as an account executive. Previously an account coordinator with the New York Post, she earned a B.B.A. in marketing from the University of Georgia with minors in theater and Spanish. stephanie_pulido@idgtechnet.com

**Tracey Rauhala** has been hired by **IDG Human Resources** in Framingham as a senior analyst, compensation. She was previously a senior compensation survey project/account manager with Pearl Meyer & Partners. She earned a B.S. in industrial technology/graphic arts from Fitchburg (Mass.) State University and enjoys travel, music and fitness and recently finished her first 6K road race. tracey_rauhala@idg.com

*Please send news about newly hired or promoted employees for the Noteworthy column to world_update@idg.com.*

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*continued from page 3*

## One on One

skill sets — but in video, blogging, social media promotion and sourcing, analytics and lots more. The job just gets more complicated each day. (And, to bring this back around, the tools we use have to support all these things.) We have to be good at presenting information in a variety of forms and understand more and more about readers to win in this environment.

In addition to the publishing industry changes and the changing expectations of readers, our readers are undergoing major changes of their own, and we have to help them navigate those transitions. On the professional IT side, we have to help leaders capitalize on the mobile revolution (not just manage it), manage the move into cloud computing, empower their teams to use big data and new analytics, social and collaboration tools, and re-tool their IT teams for all of these changes.

On the consumer side, the incredible explosion of new devices, services and apps means readers need lots of help finding the best products to enrich and empower their work and personal lives. The flip side of the consumerization of IT is that many of us are serving — at least in some capacity — as our own IT departments, and we need help finding valuable productivity tools and cleaning up some of our own messes.

**Q What are the challenges inherent in creating content for the wide range of IDG readers — from millennials to boomers — and how do our journalists work to meet those challenges?**

A The core skill remains the same, and it is at the heart of the mission **Pat McGovern** laid out 50 years ago: know the reader and help them succeed in their role — whether that is as CIO of a Fortune 500 company or as a parent trying to schedule a very hectic family life.

But we have to be keenly aware of the ways we serve that mission: How do we use all the tools at our disposal to deliver great content, and how do we present that content in a way that's comfortable and adaptable to their experiences? That's partly about 'voice'— the way we present content — and partly about design, but primarily (as always) about understanding the audience. ■

### Sign up for free online intro to mobile journalism course

The Knight Center for Journalism in the Americas will offer a free Massive Open Online Course (MOOC) "Introduction to Mobile Journalism," June 30-Aug. 3. The course will include videos, tutorials, reading materials, exercises and quizzes. Conducted in English, the free course is open to all interested parties worldwide.

Click here to register.

Week 1: The State of Mobile

Week 2: MoJo Workflow

Week 3: Designing for the Mobile Experience

Week 4: Mobile News Product Development

Week 5: Future of Mobile (And Beyond)

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

30
***Susan Searle*** *IDG Australia*

29
***Kimberly Schuberthan*** *IDC*

25
***Bernd Meyer*** *IDG Germany*

24
***Julio Vial*** *IDC U.K.*

22
***Marlene Buschbeck-Idlachemi*** *IDG Germany*

18
***Tom Winter*** *IDG U.K.*
***Wolfgang Hermann*** *IDG Germany*
***Hans Ludwig*** *IDG Germany*
***Bill Ganci*** *IDC*

16
***Phil Odgers*** *IDC U.K.*

15
***Sandra Machnik*** *IDG Germany*

14
***Ines Walke-Chomjakov*** *IDG Germany*
***Christian Merkel*** *IDG Germany*
***Romana Stankova*** *IDC Czech Republic*
***Mary Ann Daneke*** *IDC*

13
***Manfred Bremmer*** *IDG Germany*
***Rolf Röwekamp*** *IDG Germany*
***Pia Küsters*** *IDG Germany*

12
***Andre Horn*** *IDG Germany*
***Aico Turba*** *IDG Netherlands*

11
***Moises Fuentes*** *IDC Mexico*

10
***Boris Braslavsky*** *IDC Russia*
***Erica Cox*** *IDC*
***Ramon Llamas*** *IDC*

9
***Thanh Vo*** *IDG Vietnam*

8
***Christine Nestler*** *IDG Germany*

7
***Jozef Gemela*** *IDC Czech Republic*

6
***Mark Schroeder*** *IDG Switzerland*
***Martin Bartus*** *IDG Czech Republic*
***Zorana Juric*** *IDC Serbia*
***Jakub Svec*** *IDC Czech Republic*
***Jerry Van Ommeren*** *IDC Netherlands*

5
***Tomoaki Nakamura*** *IDC Japan*
***Pavel Bajger*** *IDG Czech Republic*

4
***Susann Klossek*** *IDG Switzerland*
***Ralf Sattelberger*** *IDG Germany*
***Joshua van Meer*** *IDG Netherlands*
***Renny Hakak*** *IDC Israel*
***Peter Hulleman*** *IDC Austria*
***Ayse Kaptanoglu*** *IDC Turkey*
***Jan Sochna*** *IDC Czech Republic*
***Gregory Girard*** *IDC*

3
***Renan Augusto Jordan*** *IDC Brazil*
***Anna Carolina Landeira Mota*** *IDC Brazil*
***Thomas Von Richthofen*** *IDG Germany*
***Stefania Lorenz*** *IDC U.K.*
***Pavel Maneta*** *IDC Czech Republic*
***Andrew Munton*** *IDC*

2
***Yuta Torisu*** *IDC Japan*
***Cristian Gomez Nilo*** *IDC Chile*
***Anton Eder*** *IDG Germany*
***Alexander Voigt*** *IDG Germany*
***Massimiliano Claps*** *IDC Italy*
***Joseph Hlongwane*** *IDC South Africa*
***Dana Lozoviukova*** *IDC Czech Republic*
***Adaora Okafor*** *IDC Nigeria*
***Stepan Rezek*** *IDC Czech Republic*
***Saurabh Verma*** *IDC United Arab Emirates*
***Stanislav Khromov*** *IDG Sweden*
***Lina Frisk*** *IDG Sweden*

1
***Alexander Wagner*** *IDG Germany*
***Martin Kuban*** *IDC Czech Republic*
***Anne Sophie Sipos*** *IDC France*
***Katherine Bobbin*** *IDC*

*Send anniversary information to world_update@idg.com.*

## Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

## Terri Bergstrom retires after a 38-year career that began while she was in high school

IDG WORLD UPDATE

***Terri Bergstrom** displays an engraved platter, one of the gifts she received from IDC in honor of her retirement.(L-R): Group VP/General Manager, Custom Solutions **Steve Fontaine**, Bergstrom, IDC President & CEO **Kirk Campbell**, Senior VP/Worldwide Sales **Brad Thorpe**.*

What started as a part-time job as an IDC librarian during high school blossomed into a stellar sales career during which **Terri Bergstrom**, group VP, Enterprise Custom Solutions, earned more than 50 over-plan quarterly and annual awards for consulting/custom sales. After 38 years at the only company she's ever worked for, Bergstrom has set her sights on new endeavors, and colleagues, family and former associates toasted her many contributions last week at a retirement gathering at IDC's Framingham, Mass., headquarters.

"Terri truly embodied so many of IDG's corporate values during her long career," said Senior VP/Worldwide Sales **Brad Thorpe** at the reception. "Stay close to the customer? Check. Strive for excellence in customer service? Check. And the list goes on. Tenacious, relentless, optimistic — Terri personified those qualities."

"Terri is the consummate sales professional who always put her clients and IDC's best interest to heart," added Group VP/GM, Custom Solutions **Steve Fontaine**. "As a company we are blessed to have had Terri carry our torch for such a long period of time with such grace and humility."

Bergstrom said she plans to keep busy dabbling in local politics and working with a variety of cottage industries in Maine, including connecting with the University of Southern Maine's marine lab by donating her barn to its aqua fisheries program. ■

# celebrating10

## Michael Fletcher

*AVP Sales, IDC Insights*

**Home**
Londonderry, N.H.

**Joined IDC**
April 2004 as a Senior Account Representative

**Career path**
Joined IDC as one of the first IDC Insights sales team members, launching our new IDC Insights practices.

**Current title**
AVP Sales, IDC Insights. I am responsible for client relationships with our Vendor/Services IDC Insight Accounts across all our Industry coverage.

**What your job entails**
Number one is helping clients with their requirements balanced with driving growth and global coordination with my IDC sales peers.

**Best part of your job**
Continued learning and education across interesting industries and technologies.

**What's kept you at IDG for 10 years?**
The IDC brand and the IDC family, both of which I have the utmost respect for.

**Best compliment you've received on your work?**
The small thank you from appreciative clients who you help make their job a little easier.

**One thing you've learned during your tenure at IDG**
I'm always impressed at the level of commitment from IDC management and IDC analysts to making the customer successful.

**Interests outside the office**
I always enjoy travel with my family and seeing my kids try new sports (hurdles for my daughter) or new interests {the saxophone for my son).

**Family**
My wife Kirsten and I have two children: Krista, 14, and Keith, 12.

**Most rewarding thing you've ever done?**
I always feel rewarded when I find that even a small gift or support to a person, school or charity makes a real difference to someone.

**Talent you wish you had?**
I'm always impressed by the ability of IDC analysts and other speakers to captivate a room.

PETER SHORT

*IDC's **Michael Fletcher** was among the first group of sales professionals invited to attend IDC's inaugural Presidents Club.*

**First job?**
Grocery store clerk

**What it taught you?**
People like to buy from people who help them and make things a little easier for them.

**Luxury item you can't live without**
A good watch.

**Favorite vacation spot?**
Anywhere with a water view but Cape Cod, Mass., and Lake Winnipesaukee in New Hampshire are tops.

**Manager's profile**
"Michael has continued to maintain a top sales drive and focus on the customer and enhancement of the IDC and IDC Insights brands. He has demonstrated an ability to work very well with different account types and sales styles, which is a unique ability that is difficult to find, especially in sales. In SY14 [April to March] he was one of the IDC U.S. Vendor/Insights/End User sales members to achieve over 100% of his target — in fact, Michael finished at over 140% of his target. As a result, he was invited to take part in the first IDC Presidents Club, which took place in June in Las Vegas."

*Jim Farley, GVP, IDC Sales*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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# IDG World Update

EMPLOYEE NEWS AND INFORMATION

23 JUNE 2014 | VOLUME 44, NUMBER 24 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-6* | NEW EMPLOYEES - *page 7* | UNSUNG HERO - *page 9*

Google+
William

## CIO Perspectives incorporates popular Google Hangout show

*As a way to further engage onsite attendees and gain publicity for its event series among a wider audience, IDG Enterprise's CIO Perspectives recently added a live Google Hangout to the agenda.*

**SEE MORE ON PAGE 5**

## Also inside

CW, CSO discontinue print editions

One on one: Scott Lundstrom, IDC Financial, Government and Health Insights

Microsoft taps PCWelt.de for end-of-XP campaign

IGS' ties with Oracle, agency enhance campaigns

*Financial Insights A/P — research leader and event producer — celebrates 10 years of excellence.*

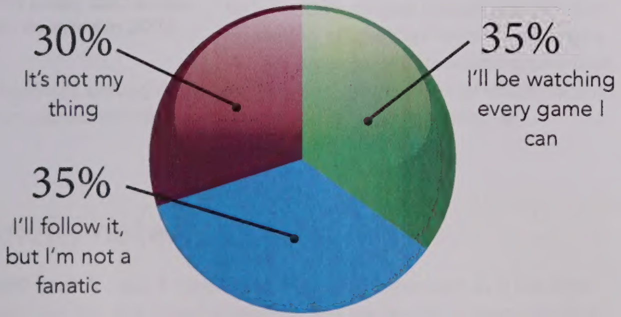
**SEE MORE ON PAGE 8**

*Unsung hero: Computerworld Editorial Project Manager Mari Keefe is this week's nominee.*

**SEE MORE ON PAGE 9**

## Question of the week results

How important is the World Cup competition to you?

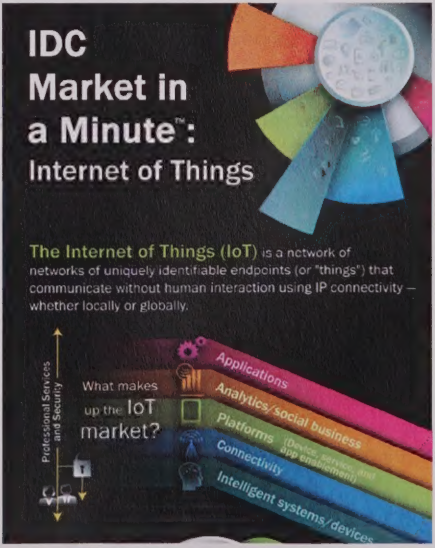


**Log on to www.idgcentral.com to vote on this week's question:**

What do you think of Amazon's entry into the smartphone market?

CLICK HERE

## IDC's Digital Hub showcases Four Pillars content


IDC
Market in a Minute™:
Internet of Things
What makes up the IoT market?
Professional Services and Security
Applications
Analytics/social business
Platforms (Device, service, and app enablement)
Connectivity
Intelligent systems/devices

The Internet of Things (IoT) is a network of networks of uniquely identifiable endpoints (or "things") that communicate without human interaction using IP connectivity – whether locally or globally.

*Infographics, videos and iCharts are packaged in a new site focused on Mobile, Cloud, Big Data/Analytics and Social Business.* See more on p. 2.

# Computerworld, CSO cease print for digital, events, SMS focus

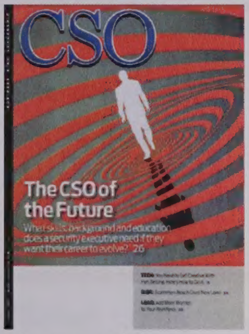
In keeping with IDG's philosophy of managing print for profit and digital for growth, IDG Enterprise U.S. announced last week that it is discontinuing the print versions of Computerworld and CSO in favor of a digital, events and strategic marketing services focus.

The change takes effect with the June 23 issue of Computerworld and the June issue of CSO. Subscribers will receive communications from the editors-in-chief about the change and are encouraged to continue to rely on both premium owned and operated brands through IDG's digital, Insider and events portfolios. Staffing for the two brands has not been affected.

COMPUTERWORLD
100
BEST PLACES TO WORK IN IT 2014

*After 47 years and some 2,000 issues, Computerworld published its last print edition on June 23.*

"Computerworld and CSO have deep roots within the business, IT and security communities and I see strong futures for both," said IDG Enterprise CEO **Matt Yorke**. "We have a strong history of managing digital focused editorial properties, specifically InfoWorld, ITworld, CITEworld and, as of a year ago, Network World. Digital content models can be extremely successful, especially when brands like ours are coupled with a strong editorial voice and robust content to attract a unique audience."


CSO
The CSO of the Future

*The cover of the June 2014 issue; CSO magazine debuted in 2002.*

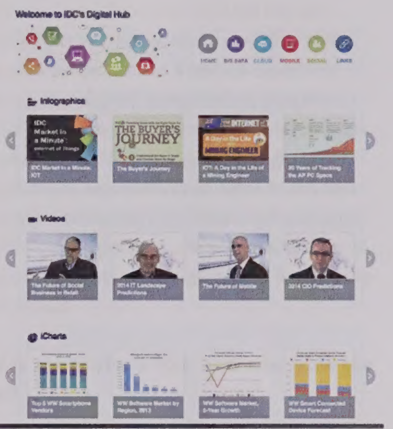
Yorke said Computerworld will be shaping its market position to be "The Voice of Business Technology," and details about that initiative will be forthcoming.

"Our strategy in FY'15 and beyond is to avoid the disruption wrought in the media market by technology. Rather, IDG Enterprise will focus on premium content, providing our readers with first-class products and services and building opportunities for tech vendors to gain greater insights and marketing efficiencies from our database. We are aggressively developing new lines of business around audience, data and insights—all of which depend upon vibrant brands and premium content for success." ■

# IDC's new Digital Hub promotes digital content across four key areas

IDC recently launched an online showcase for topical infographics, videos and worldwide and regional iCharts. IDC's Digital Hub highlights key digital content from analysts around the world, with content organized across IDC's Four Pillars of Cloud, Big Data and Analytics, Mobility and Social Business.

The Digital Hub is an output of the "Content Distribution" strategic marketing theme, one of five key strategic marketing themes on which IDC's U.S. marketing team is focused and is engaging their global marketing colleagues. The Digital Hub serves as a unique destination where IDC can more widely share timely thought leadership and insights on the future of IT.


Welcome to IDC's Digital Hub
HOME
BIG DATA
CLOUD
MOBILE
SOCIAL
LINKS
Infographics
IDC Market in a Minute: Internet of Things
THE BUYER'S JOURNEY
IDC Market in a Minute: IOT
The Buyer's Journey
IOT: A Day in the Life of a Mining Engineer
20 Years of Tracking the AP PC Space
Videos
The Future of Social Business in Retail
2014 IT Landscape Predictions
The Future of Mobile
2014 CIO Predictions
iCharts
Top 5 WW Smartphone Vendors
WW Software Market by Region, 2013
WW Software Market, 5-Year Growth
WW Smart Connected Device Forecast

*IDC's Digital Hub focuses on digital content related to cloud, big data, mobility and social business.*

A new "Future Of..." video series highlighted as part of the launch of Digital Hub provides thought leadership on how the 3rd Platform transformation will evolve over the next decade within the Four Pillars ("The Future of Mobility," "The Future of Cloud," etc.). About a dozen IDC analysts appear in the eight videos now available, with SVP/Chief Analyst **Frank Gens** and Executive VP Worldwide Research Products /Chief Research Officer **Crawford Del Prete** providing introductions to several.

The "Links" section of the Digital Hub brings visitors to more news and research on the Four Pillar areas, IDC global events, the IDC Product Brochure, IDC mobile apps, additional iCharts, the IDC Custom Solutions site and selected IDC social media links.

IDC's Digital Hub will be regularly updated and additional section topics will be added as new digital content is produced by IDC's global marketing teams.

For more details contact Melissa Bambauer, marketing director, Worldwide Software and Services Research and Custom Solutions. ■

## Briefly noted...

- **IDG Spain's** June 4 mobiility conference, broadcast as a live webcast from the Ritz Hotel in Madrid, was the fourth highest trending topic on Twitter in Madrid that day (#IDGmovilidad).
- Two first-time events were held last week: **IDG Netherlands**' CITEworld Conference and Expo and **IDC's** East Africa CIO Summit in Nairobi.

## Mike Friedenberg webcast on IDG Central

IDG Communications Worldwide CEO **Michael Friedenberg** discusses what it means to be a modern media company; the reason behind the launch of four new Strategic Development Centers focused on events, demand generation, social and mobile; and why he remains bullish on IDG's future. **Laurie Butson**, senior director, Learning and Development and HR, hosts the seven-minute video.

# OneonOne

## Scott Lundstrom

*IDC Insights*

***The group VP and general manager of IDC Financial, Government and Health Insights is this week's columnist. Reach him at slundstrom@idc.com.***

> "Smart cities focus on creating sustainable quality in public safety, transportation, public utilities, human services, healthcare, education, revenue management, network availability and a host of other service areas."

**Q Can you cite a couple of key themes from your Directions 2014 keynote, "Industry Transformation on the 3rd Platform"?**

A We see the third platform as a major force in the transformation of industry business models over the next decade. In addition to opportunities created by new technologies, we also have new and significant regulatory and commercial requirements, and we face challenges from new competitors. Customer IT buying behavior is changing, and there is an increasing demand to operationalize traditional IT capital expenditures. Line of business controls more of the budget and has numerous new IT partners in the services market that will compete (and beat) in-house IT groups. This collection of forces creates an environment where we see real innovation and transformation and completely new, non-traditional solutions to business challenges. In this transforming market, we do see some basic trends that every IT supplier and buyer needs to understand. For example, in the future we are convinced that agility matters more, and assets matter less when it comes to IT.

This collection of market forces means that we are not only changing our technology stacks, but we are also changing how we design, source, and deploy new technology-based business processes. We will own significantly fewer assets in the future, and we will procure more. Line of business is already in control of almost two out of every three dollars spent on IT, and a long-term, capitalized system implemented by IT is rarely their choice when it comes to piloting the future. IT organizations are changing to embrace this, and a majority of new IT hires are being made to manage and govern systems, not to design and develop them. The net effect of this is that people, process, and technology are all in significant flux at the same time. This creates threats and opportunities for every organization that must be planned for and acted on.

**Q Can you give a couple of examples of what kinds of advisory services you provide to clients in each of your three Insights areas?**

A The analyst role in advising clients always revolves around reducing the time, risk and cost of executing strategic technology initiatives. We work with clients across a broad spectrum of projects from corporate strategy all the way down to the selection of data center technologies and mobile platforms. For example, in healthcare we have projects with large health systems to anticipate and deploy new technologies in support of the Affordable Care Act. This requires a strategy to improve health delivery processes, to introduce advanced quality management, to embrace analytics and to engage with patients post discharge. This is driving a significant investment in cloud, analytics and mobile. It is also changing the nature and mission of IT.

In government and financial services we see some similarities based on the same changing landscape. Whether it is in a bank's customer service or a new digital government program, we see the same type of transformative projects. As regulations and technologies change all of these institutions are striving to offer more and improved services based on improved engagement with mobile, deeper understanding based on analytics and improved agility and availability based on cloud.

**Q What is the FinTech 100, and who uses the rankings?**

A The FinTech 100 is a definitive ranking of the top 100 technology suppliers to the financial services industry. Every year for the last 10 years Financial Insights has assembled this ranking in concert with BAI and Source Media. We have just begun the 11th annual research process, and the results will be released this fall. Being a leader in the FinTech rankings is a competitive advantage for suppliers, and each year's list is viewed as a new leader board for suppliers to this demanding market. Last year's top five included FIS, TCS, Fiserv, NCR, and Cognizant.

**Q What is a "Smart City," and what are some key findings IDC has identified related to building smart cities? Are there some cities that are farther along this path than others?**

A The Smart City is a concept that we see really gaining ground in the market. This is a new approach to what has been a historically sleepy state and local government market. The same pressures being exerted on commercial IT users are now also beginning to make inroads into state and local governments. Once again, compliance pressures, cost containment, new technology options and new business requirements are fueling change and investments. City planners are also looking toward cloud, mobile and analytics to create improved operations

*continued on page 7*

# IGS maintains strong relationship with Oracle, media agency that leads to innovative campaigns

Every year executives from Oracle and its media agency ZenithOptimedia hold a two-day EMEA summit in London to discuss the firms' strategies for the coming year and to review the performance of the previous year. As part of the Summit, IDG Global Solutions EMEA's U.K. office hosted a dinner last month for the delegates.

"The Oracle summit is the only time each year that all of the key personnel from both Oracle's Global team and Zenith's Global team are all together," said IGS EMEA, Senior Director, International Sales **Shane Hannam**. Fifteen Oracle VPs and directors, 20 representatives from Zenith and seven colleagues from IGS, IDG and IDC were in attendance. "The evening gives IDG a chance to demonstrate thought leadership in terms of discussing innovations, global capabilities and our unique position within the market, with the senior VPs who set Oracle's overall strategy."

IGS President **Kumaran Ramanathan** welcomed all guests and reaffirmed the strength and importance of the relationship between IGS and Oracle/Zenith. "Oracle demands innovation; they test our capabilities to the full and in return, we produce our best work," he said. With our recent campaigns Engineered to Innovate and Universal Cloud we have perfect examples of leadership, quality and innovation." (see sidebar)

Oracle's VP, Global Advertising Scott Clawson and Senior Director, Global Advertising Chad Carlson spoke on the importance of the strategic partnership. Other senior executives — Bob Evans, head of PR, Oracle; Craig Johnston, VP/Global Account director, ZO U.S.; Sara Currie, senior director, Oracle EMEA; and Tamina Plum, global client director, ZO EMEA — also expressed their support and commitment to the relationship with IDG.

IDC VP/European Software **Philip Carter** presented "an inspiring and thought-provoking address on the 3rd Platform and the enterprise software market," Ramanathan said.

*The London Ritz Hotel provided an elegant setting for dinner and networking opportunities for all parties present.*

"Everyone was very happy with the evening and had nothing but great things to say," noted Ben Hurly, director, Worldwide Business at ZO EMEA. "We very much appreciate the continued partnership with IGS and look forward to building upon that relationship into FY15 and beyond."

"Our relationship with Zenith and Oracle epitomizes category leadership in the market," said Ramanathan, who credited Hannam and the team for all the great work on the account. "It is important that we leverage this relationship in other areas of the world. Cooperation between local IDG business units and our worldwide IGS teams puts us in a good position as we look to secure FY15 budgets."

Contact IGS Head of Best Practice Joanne Tilson. ■

## Creating content for Oracle

Over the past two years the market has seen Oracle make substantial investments in companies like Bluekai and Eloqua as they strive to be ahead of the curve against new entrants brought into play via the third platform.

"Oracle has been a very important international customer for IDG for many years, and at IGS in Europe we are fortunate to have a strong and well-established relationship with both Oracle and their media agency, ZenithOptimedia," said **Shane Hannam**, senior director, International Sales, IGS EMA.

For the last two fiscal years IGS has spearheaded Oracle's major annual EMEA program, Engineered To Innovate in FY13, and Universal Cloud in FY14. The latest campaign concluded earlier this month with the ultimate business objective of generating leads through Oracle's sales funnel; specifically for their suite of cloud software solutions.

Hannam said the challenge for Oracle has been to address the tech and business audiences concurrently, as the former will always influence the latter's decision, and the latter will always hold the purse strings. To engage these two disparate audiences within the same conversation, Oracle sought to create content that would address the continual merging of their departments, would speak to their differing levels of tech expertise and ultimately help them to better understand one another's business and technology needs.

"Working in partnership with the Economist Intelligence Unit [the research and analysis division of The Economist Group], we succeeded in creating content that would speak to both audiences, tailoring it to four separate business divisions and ensuring its relevance across there different markets," Hannam said. "The real success of this campaign lies within the content that was produced and the media-first partnership that was created."

# CIO Perspectives incorporates Google Hangouts to engage audience, build exposure through social media

As a way to further engage the onsite attendees and gain publicity for its event series among a wider audience, IDG Enterprise has introduced a new twist to its CIO Perspectives conferences. The April 22 event in New York was the first to feature a live Google Hangout in which two renowned co-hosts interview an executive guest speaker using the instant messaging/video chat platform to explore a topic while also fielding questions from attendees as well as online followers via Twitter.

CIO teamed up with the co-producers of CxOTalk (#CXOTalk), a program that brings prominent IT and business executives into a live-streamed, weekly Google Hangout to discuss innovation in enterprise business and technology. The hosts — CMO Vala Afshar of Extreme Networks and CEO Michael Krigsman of Asuret — have gained a large and loyal audience during their 66 Web broadcasts and have a combined Twitter following of more than 52,000. At the New York event, Afshar, Krigsman and their guest, Ogilvy & Mather Chief Digital Officer (CDO) Brandon Berger, took to the stage at the Grand Hyatt Hotel to talk about the evolving relationship between IT and marketing. They also delved into where and how CIOs, CMOs and CDOs are developing new partnerships as customers explore new digital directions.

**Maryfran Johnson**, editor-in-chief, CIO magazine and Events, who introduced the panel and facilitated the Q&A segment, said the live Hangouts are part of IDGE's ongoing effort to use more video. "It's exciting to be able to innovate, and I love that the idea for this came from one of our millennials on staff," she added. CIO Staff Writer and Speaker Manager **Lauren Brousell** had participated in a CxO Talk at an event in the Boston area, and she introduced the co-producers to Johnson, who subsequently was a guest on the program last December.

The CxO Talk duo loved the idea of replicating their show at an IDGE event. Having them involved also helped the CIO team recruit a non-CIO speaker to the event, along with assistance from the CMO Council, which was CIO Perspectives' first marketing association partner. "Berger knew and respected CIOs, and he liked the idea of getting more exposure via CxO Talk," Johnson said. "Plus, our audience was excited to hear from the CDO of one of the largest marketing communications companies in the world."

While Brousell said that C-level attendees sometimes can be hesitant to ask questions in a town hall-style format, a steady stream came up to the speaker table to query the panel during its hour on stage. (In order to be seen by the online Google Hangout attendees, speakers had to be seated in front of a video camera set up at that table.) "I think knowing they would be on the Hangout motivated them to come up with good, tough, questions," she said.

Although the CxO Talk segment was held during the closing session of the day (3:30 to 4:30 p.m.) — a time of day when typically the audience has dwindled — Johnson said attendee retention was unusually high. The conference over-delivered on its qualified CIO Perspectives audience with nearly 200 attendees, and the appeal of the Google Hangout served as a great anchor session to hold more people at the end of the day, she said.

*CxO Talk hosts Vala Afshar (left) and Michael Krigsman (right), guest Brandon Berger (center) and an attendee and CIO's* ***Maryfran Johnson*** *(inset) participate in the Google Hangout at CIO Perspectives New York.*

After the great success in New York, the CIO Perspectives event brought CxO Talk back for another engagement at CIO Perspectives Virginia on June 11. This time the guests were David Bray, CIO of the Federal Communications Commission, and Alissa Johnson, deputy CIO of the Executive Office of the President. Another CXO Talk session is planned for the Aug. 6 event at CIO Perspectives Boston.

Write to Maryfran Johnson. ■

## Tips for a live conference Google Hangout

CIO Staff Writer and Speaker Manager **Lauren Brousell** offered these suggestions:

Since the Google Hangout required some set up, scheduling it just after a break in the agenda gave the technician enough time.

The CxO Talk hosts brought their own technician, but IDGE Multimedia Content Editor **Keith Shaw** was on-site in New York just in case, and the events team made sure the CxO technician and the hotel IT staff connected prior to the event.

Equipment used included two video cameras for the panelists' table (for left and right views), and a third video camera for audience members who sat at a table while they asked questions (so they could be seen by the online Google Hangout viewers) and microphones for each location. The team used a wired Internet connect on the stage and at the speaker table; relying on the hotel's wireless connection was too risky for a live broadcast.

# Custom PCWelt.de home page gives Windows XP users support, upgrade guidance

IDG Germany's technical and editorial innovation recently won the company a special, 100,000 euro (US$136,000) end-of-Windows-XP-support campaign from Microsoft that could be renewed for the second half of the year.

IDG Tech Media Publisher **Jonas Triebel** said Microsoft came to IDG Germany earlier this year looking to connect with German users of Windows XP, which Microsoft would stop supporting in April. "We could have offered them a display-ad campaign that x-thousand users might have seen," Triebel said, "but instead we came up with a cool technical solution that clearly won the contract for us."

IDG Germany's servers can detect which version of Windows users have installed when they come to PCWelt.de, allowing IDG to precisely target Windows XP users. IDG Tech Media Sales Director **Stefan Wattendorf** said, "Every server collects data from users' browsers. Among this data is information on the operating system of the user. The server uses this data to provide, for example, a mobile website. That data can be used to deliver dedicated HTML pages or advertisements to specific users." Since the XP detection is automatic, the IDG Germany team had only to create the elements of the special XP homepage, which was done in three weeks.

Beginning last month and running through the end of June, site visitors using XP see a special version of the site's home page, the top of which provides PC Welt content related to the end of XP support, including a Q&A and explanations from PC Welt editors on what happens once Microsoft stops supporting the operating system and how to easily upgrade to Windows 7 or 8.

There is also a custom Facebook feature on how to upgrade to Windows 8 in which users can, during business hours, enter questions about upgrading and have them answered with an hour by a PC Welt editor. Users with questions click on the Facebook feature, which takes them to a 'Windows XP Supportende' page, a subsite of PC Welt's Facebook page. To date, the sub-site has received more than 1,200 comments, and Wattendorf said PC Welt editors have answered about 25 user queries. "Most questions are answered by other users," he said, "so there is a social buzz."

A Windows XP user who comes to PCWelt.de sees a sponsored post with an article about the end of XP support, an FAQ about the termination of XP supports, links to Microsoft where XP users can go to upgrade their computers and a teaser for the special Facebook feature, all positioned above that day's PCWelt.de home page. The special-site editorial uses new content created for the program as well as repurposed PC Welt articles on the topic. XP users see this material only once per day when they visit the PCWelt.de, and Wattendorf said click-through rates have been "very good."

Wattendorf said approximately 7,000 XP users per week have seen the promotion. PCWelt.de recently launched a sweepstakes allowing XP users to win a Microsoft Surface Pro 3 tablet, "which caused a big increase in traffic," he said. "We now have three times as many followers on Facebook."

*Members of IDG Germany's XP detection team include (L-R): **Andreas Perband**, editorial director, Custom Solutions Group; **Stefan Wattendorff**, head of sales, IDG Tech Media; **Rainer Bachmaier**, creative director, CSG; **Christine Nestler**, sales director, Tech Media; **Sophie Kleine**, junior sales project manager; and **Jonas Triebel**, publisher, Tech Media.*

"By offering Microsoft 100% of their target, it was great to see how we could surprise them since they were expecting a basic media solution and not a custom solution designed especially for Windows XP," Triebel said. "We are now tracking traffic and conversions for the program. We were told that there is still money left in the Microsoft's German XP budget for the second part of the year, so I am pushing hard for a dazzling performance of this project as I am confident that will secure us some more of this XP cake for the summer and autumn."

Contact Stefan Wattendorf. ■

# noteworthypeople

## Promotions

Halvarsson

After 15 years in a variety of editorial positions at IDG Sweden, most recently as managing editor for PC för Alla, **Ulrika Halvarsson** has been promoted to Human Resources director. "We need someone with experience in media, in an international context, who understands the changes that all media companies go through when it comes to competence and organizational structures," said **Christer Bjorkin**, IDG Sweden CEO. "I found a strong and obvious candidate in Ulrika who has thorough experience and a big advantage in knowing IDG like the back of her hand." ulrika.halvarsson@idg.se

## New employees

Lai

**Jamie Lai** joins **IDG Consumer & SMB** as a video producer for PCWorld, Macworld and TechHive. She was previously video producer/editor for the San Francisco Giants, responsible for producing, shooting and editing TV commercials and features and creating in-game scoreboard entertainment. She holds a B.A. in cinema from San Francisco State University and enjoys taking her dog for walks, snowboarding and DIY arts and crafts projects. jlai@idgcsmb.com

Lopez

**IDG Research Services** has hired **Sarah Lopez** as a market research analyst. Previously a consultant with Marketing and Planning Systems, she earned a B.S. in business administration with concentrations in marketing and organizational behavior. In her free time she enjoys tennis, summer concerts, 5K runs and baking. sarah_lopez@idgresearch.com

Ryan

PETER SHORT

New at **IDC Framingham** is Account Executive, Global Financial Sales **Brady Ryan**; he had been a group sales account representative with Grand Circle Travel. A graduate of the University of New Hampshire, he holds a B.A. in political science. A new father, he tries to also find time for golf, music and cooking. bryan@idc.com

Campbell

**Alex Campbell** joins **IDG CSMB**'s PC World as an associate editor, How-to and Tips. After serving five years in the U.S. Marine Corps as an infantryman and radio transmission operator, including a tour in Iraq, he attended California State University/Long Beach and earned a B.A. in journalism. He enjoys outdoor activities, reading personal finance blogs, building computers and spinning fire at Burning Man. acampbell@pcworld.com

Razzano

PETER SHORT

New at **IDC Framingham** is Sector Sales Representative **Kyle Razzano**. Previously a sales representative for Thermo Fisher Scientific, he holds a B.S. in business administration from Worcester (Mass.) State University. Away from the office he enjoys golf, softball and following the Boston Red Sox baseball team. krazzano@idc.com

Corr

PETER SHORT

Also new at **IDC Framingham** is Research Analyst **Elizabeth Corr**. She most recently worked in content marketing at Imprivata and earned B.S. in mathematics from Boston's Northeastern University. Outside the office, she is "a big crafter." ecorr@idc.com

Niven

Previously a managing partner with MCSquared Consulting, **Christopher Niven** joins **IDC Framingham**'s Energy Insights team as oil and gas research director. He holds a B.A. in business administration from Texas State University/San Marcos and a B.S. in engineering technology from the University of Houston, as well as a Big Data certification from MIT. He enjoys "anything outdoors — hunting, fishing, hiking, farming, ranching and exploring." cniven@idc.com

Knights

**IDC U.K.**'s Retail Insights division has hired **Miya Knights** as a senior research analyst. Previously the editor of a Retail Technology magazine, she holds an M.A. in English literature and language from the University of Oxford's Wadham College. Miya enjoys photography, walking and sports. mknights@idc.com

Charniauski

Also new at **IDC U.K.** is Financial Insights Research Manager **Andrei Charniauski**. He was previously with Retail Banking Research, a strategic research and consulting firm, and holds two degrees in mathematics and economics from Belarusian State University in Minsk, Belarus, and a master's degree in international financial analysis from the U.K.'s University of Newcastle. He enjoys golf, DJing and supporting the Chelsea football club. acharniauski@idc.com

**Marcia Delgado** has been hired by **IDC Philippines** as a customer service representative, Integrated Marketing Customer Services; she was previously a customer service representative for Dish Network. She holds a B.A. in secondary education from the University of the Philippines Diliman and enjoys mountaineering and reading about tech innovations. mdelgado@idc.com

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*continued from page 3*

## One on one

across the full spectrum of local services. Smart cities focus on creating sustainable quality in public safety, transportation, public utilities, human services, healthcare, education, revenue management, network availability and a host of other service areas. Smart cities utilize sensors and analytics to optimize the use of resources and improve safety and quality of life. Advanced citizen services like enhanced 911 (E911) and citizen self-serve portals drive opportunities to improve citizen safety and service.

There are many cities on a path to smart. As expected, New York, London, Tokyo and other global centers all have projects under way. Others like Barcelona, Berlin, Boston, Dallas and a host of others are fast followers. There are also many smaller cities actively pursuing smart as a goal. We recently published a case on Lafayette, Louisiana, where leaders worked to bring fiber to every home and business as a major step in building there smart city infrastructure. There is increasing evidence that smart cities create value for residents in the form of better employment opportunities, increased service levels and enhanced property values. Any city looking to grow and thrive will need to provide a host of supporting smart city services. ■

# Financial Insights A/P marks 10 years, two events and market leadership

With just seven employees, IDC Financial Insights Asia/Pacific has established itself as the leading provider of market intelligence for end users in the region's banking, financial services and insurance markets.

Launched in April 2004, the 10-year-old division conducts research in 15 countries, operates two of the region's top events — the Asian Financial Services Congress (AFSC) and the Asian Insurance Congress — and has been profitable since year one. And the momentum shows no sign of abating with FI A/P well on its way of reaching full-year bookings and profit target with a quarter to spare.

Half of the company's staff is based in Singapore and four analysts are based in Thailand, Malaysia, India and Indonesia. "Despite our small size, we make a point to visit as many of the countries we cover as possible and meet with hundreds of CXOs each year," said **Cyrus Daruwala**, managing director FI A/P, adding that the team has cultivated a first-name relationship with almost 500 CXOs in the region. "Our analysts are also featured in hundreds of TV and media interviews, commenting on a wide range of business, technology ad investment topics," he said.

Launched the same year as FI A/P, the Asian Financial Congress started off as a small gathering of some 100 financial professionals. "Our research-based agenda, great speakers and compelling topical tracks attracted an ever-widening audience, and today the AFSC is the region's flagship banking event, with 700-plus attendees each year," Daruwala said. "In 2007 the company added the Financial Insights Innovation Awards (FIIA), to honor financial institutions that leverage technology to become more customer-centric, mitigate risk or generate new business/evenue streams. FIIA is now the region's most prestigious financial services award, with the team receiving more than 100 submissions every year, and extensive press and media throughout Asia Pacific.

A second event, the Asian Insurance Conference, launched in 2009, has become the region's leading insurance conference on the strength of its content-driven agenda, Daruwala said.

**More than 700 attendees came to this year's Asian Financial Services Conference.**

Looking forward to the next decade, Daruwala said the company's No. 1 priority is continued growth (20% to 25% year-on-year) and to build IDC's brand and reputation among end users. "We also plan to grow our footprint and our practice specialties in the Asia Pacific market." The company has recently started to work with IDC colleagues in the Middle East and Africa to explore ways to replicate its research and advisory business in those regions.

Contact Cyrus Daruwala. ■

*Earlier this year parent company IDC celebrated five decades in business, and Financial Insights Asia Pacific celebrated its 10th anniversary with a gala invitational dinner at the Marina Bay Sands Resort in Singapore on the eve of the AFS Congress with 100 financial services CXOs According to Financial Insights Asia Pacific Managing Director* ***Cyrus Daruwala****, "it was a night of wine and steaks that every banker in attendance still talks about." (L-R): Daruwala; Mr. Goh, chairman and CEO of Silverlake Axis; Dr. Raymond Kwong, managing director of Silverlake Axis, and* ***Eva Au****, managing director, IDC Asia Pacific.*

## anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**28**
***Ken Hoyt*** *IDC*

**26**
***Andrew Sambrook*** *IDG List Services*
***Lottis Bergson*** *IDG Sweden*

**25**
***Maryfran Johnson*** *IDG Enterprise*

**19**
***Jeroen de Jager*** *IDG Netherlands*

**16**
***Bob Rawson*** *IDG Enterprise*

**15**
***Chris Lin*** *IDG Engineering Solutions*
***Diana Turco*** *IDG Enterprise*
***Joanne Tilson*** *IDG Global Solutions*

**14**
***Eri Meyer*** *IDC*
***Carla Arend*** *IDC Nordic/Denmark*

**10**
***Robert Fleming*** *IDC*
***Donna Burch*** *IDC Canada*
***Rod Hills*** *IDC U.K.*

**7**
***Donna Geary*** *IDG Global Solutions*
***Tomas Watz*** *IDG Sweden*

**6**
***Paul Calvo*** *IDC*

**4**
***Kathryn Magilligan*** *IDC*
***Kate Davis*** *Digital Solutions Group*
***Thomas Beedy*** *IDG Enterprise*
***Matthew Mikaelian*** *IDG Global Solutions*

**2**
***Benjamin Hoffman*** *IDC*
***Ryan Lincoln*** *IDG Global Solutions*
***Alyssa Obin*** *IDG List Services*
***Ujwal Trivedi*** *IDG TechNetwork*

**1**
***Olga Bazhenova*** *Digital Solutions Group*

# unsunghero

## Mari Keefe

*Editorial Project Manager*

*Computerworld*

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**Mari Keefe** *Computerworld*
**Julia King** *Computerworld*
**Scott Lundstrom** *IDC*
**Kumaran Ramachandran** *IGS*
**Jo Tilson** *IGS*
**Jonas Triebel** *IDG Germany*
**Stefan Wattendorf** *IDG Germany*

*Computerworld Executive Editor, Events and National Correspondent* ***Julia King*** *named* ***Mari Keefe*** *her team's Unsung Hero. "In my 20 years on Computerworld's editorial team, I've had the great fortune to be the beneficiary of Mari's research expertise, extraordinary work ethic, persistence and commitment to excellence. Her name may not appear in print or online, but she is a major force behind so many of the special projects and research-intensive special issues that CW is known for. She's also just a joy to work with, whatever the project."*

**Home** Maynard, Mass.

**Primary job responsibilities** I handle primary and secondary research for Computerworld Editorial. I work on the branded, survey-driven features projects such as the Premier 100 IT Leaders, Best Places to Work in IT, our Salary Survey and other survey-driven projects. I work with the features team to gin up our surveys and then enter the surveys into the survey tool. I work on marketing/soliciting responses and sharing/analyzing the collected data. I also respond to research requests from readers, editorial staff and other business units related to IT, locating back IDGE issues, business, corporate and market information, as well as related vertical industries.

**Three things I do in a day's work**

- Respond to internal and external research requests.
- Interact with the organizations and individuals that participate in our survey projects, explaining the process or answering questions.
- Scan and share all sorts of news, feeds and social media for ideas, sources and resources and try to showcase Computerworld and IDGE content on social media.

**What I love most about my job** I especially love the research requests; I call it "information foraging." They're fun and can be challenging. I've been asked to find numbers on technology workers and junk food and how the English perceived the Revolutionary War. You never know what people will ask for; you always learn something new, and it's incredibly satisfying to help people. I also loved that over the years we showcased how technology is being employed for the good of society with our Computerworld Honors Awards.

JOE MOLA

*Editorial Project Manager* ***Mari Keefe*** *joined Computerworld in 1996 as an Andrew Fluegelman Intern.*

**A hot-button issue I'm dealing on the job** The issue of survey response rates. There's a lot of survey fatigue and competition for the time and assistance of a limited universe of very busy IT professionals. We have to get the word out effectively and stay on point with engaging projects and topics that are relevant to the needs and interests of our readers.

**Career highlight** Working on projects that showcase Computerworld's incredible editorial quality and team as shown by the ASBEs and other awards we've won and by reader interest as shown by page views.

**Interests outside the office** Family, cooking, art, photography, nature and reading.

**What others can›t tell just by looking at me** I studied Russian as an undergraduate and graduate student and lived in Moscow for six months.

# IDG World Update

EMPLOYEE NEWS AND INFORMATION
16 JUNE 2014 | VOLUME 44, NUMBER 23 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | JOB SPOTLIGHT - page 5 | NOTEWORTHY - page 6 | ANNIVERSARIES - page 7

## IDC Canada hosts Directions conference, celebrates 30 years

*Customers, employees and alumni convened last month for multiple events that recognized three decades of IT market research.*

**SEE MORE ON PAGE 2**

## Also inside

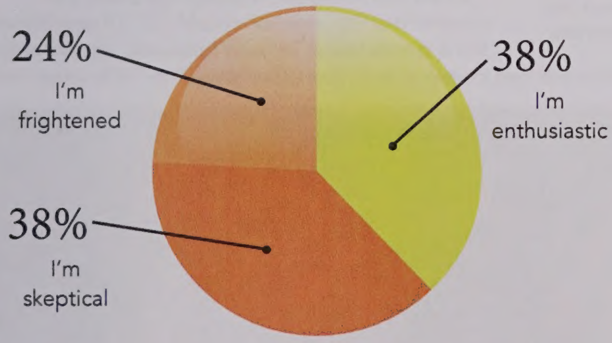
One on one: IDC Canada GVP/GM Lars Goransson
Insider program helps IDG Poland convert names from B2C to B2B database
On the job: Senior List Specialist Jeannie Button

*IDG Communications President David Hill and CIO Publisher Emeritus Gary Beach retire after IDG careers that collectively span 55 years.*

**SEE MORE ON PAGE 8**

## Question of the week results

What do you think of self-driving cars?



**Log on to www.idgcentral.com to vote on this week's question:**

How important is the World Cup competition to you?

CLICK HERE

## Talk IDG with Mike and Laurie

Watch the second installment of "Talk IDG with Mike and Laurie" and hear IDG Communications Worldwide CEO Michael Friedenberg discuss what it means to be a modern media company; the reason behind the launch of four new Strategic Development Centers focused on events, demand generation, social and mobile; and why he remains bullish on IDG's future. Senior Director, Learning & Development and HR Laurie Butson hosts the webcast.

# IDC Canada hosts successful Directions conference, celebrates 30th year

May was a big month for IDC Canada, which marked its 30th anniversary and held its 15th Directions conference. Some 100 senior executives representing IDC Canada's largest customers — primarily from large multinationals, Canadian telcos and smaller local IT companies — attended the one-day conference, which was held May 15 in Toronto.

*IDC Group VP, General Manager **Lars Goransson** welcomes attendees to Directions last month.*

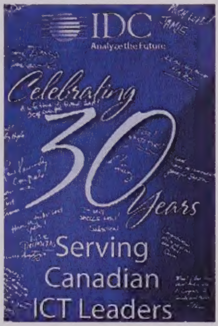
With IDC Chief Research Officer **Crawford Del Prete** delivering the keynote and pulling together the overall theme of the conference — Transformation Everywhere: Battles for Leadership in the 3rd Platform Era — other speakers focused on mobility, the Internet of Things (IoT) and channels, each referencing the 3rd Platform as the underlying theme.

Del Prete outlined not only IDC's vision for the 3rd Computing Platform and what that will look like in 2020, but also discussed the 4th Platform, highlighting what is next for the IT industry, beyond the 3rd Platform technologies of Cloud, Mobility, Big Data and Social.

IDC Research Manager, Mobility & Consumer **Krista Napier** addressed the mobile enterprise market discussing the reasons why Canadian firms have lagged in adoption and what must be done to close the gap and fully realize the benefits that these technologies can offer.

*IDC President & CEO **Kirk Campbell** (right) with **Brian Howden**, director, Enterprise Sales, IDC Canada, at last month's Directions conference.*

**Tony Olvet**, IDC group VP, research, and **Carrie McGillivray** IDC VP, Mobile Services, IoT and Network Infrastructure, discussed what IoT is and what it is not, the reality of IoT in Canada today and what to expect over the next five years. They also provided a sneak peak at IDC Canada's new Canadian IoT forecast.



***Signatures of employees past and present grace IDC Canada's 30th anniversary banner.***

**Darren Bibby**, IDC VP, Channels and Alliances, discussed the profound implications of the transition to cloud-based computing on channel partners, why IT solutions providers must move to the cloud or become irrelevant and how they must reshape and tailor partner programs to support the transition to cloud-based computing.

Following the conference, IDC hosted a customer appreciation reception in honor of IDC's 50th anniversary year and IDC Canada's 30th year. IDC President and CEO **Kirk Campbell** was on hand to thank customers for their ongoing support of IDC Canada's business.

Two weeks later, the company hosted an alumni event at its Toronto office to let current and former employees celebrate these two milestone anniversaries.

For more information, contact Lars Goransson, group VP, general manager, IDC Canada. ■

***Some 35 IDC Canada alumni joined an equal number of current staff for a celebration at the company's downtown Toronto office in honor of both IDC's 50th anniversary and the local office's 30th anniversary.***

*IDC Canada's top leaders — past and present — include (l-r): **Vito Mabrucco**, senior VP, IDC; **Michael O'Neil**, past president who worked at IDC from January 1988 to June 2005; **Paul Kennedy**, past president and with IDC Canada from November 1988 to February 1998; and **Lars Goransson**, group VP, general manager, IDC Canada.*

# OneonOne

## Lars Goransson

*IDC Canada*

***The group VP and general manager of IDC Canada is this week's columnist. Reach him at lgoransson@idc.com.***

"Our large footprint of Canadian analysts who can work directly with clients to support their local efforts is really a key differentiator for IDC Canada."

**Q IDC Canada recently celebrated its 30 anniversary. Can you briefly outline the company's position in the market?**

A IDC Canada is the No. 1 market research firm serving the Canadian ICT community. IDC's long tenure in the Canadian marketplace and an amazingly talented group of analysts and staff has allowed us to become the go-to firm for market research and custom solutions. IDC Canada provides a broad range of services from subscription-based CIS research and trackers, market models, custom solutions and speaking engagements, primarily to large and multinational IT vendors and Canadian telcos. We are also increasingly serving a growing number of smaller ICT vendors as well as end-user clients across financial services and the public sector.

With over 40 team members focused on the Canadian marketplace, our local coverage far exceeds that of our main competitors. However, there are a number of smaller specialized local firms that we see in certain niche areas. In addition, the Toronto office also houses IDC's worldwide Partnering and Alliances practice, as well as several team members from other IDC business units.

**Q Can you provide a snapshot of the value and growth prospects for Canada's ICT market?**

A The combined IT and communications markets represented C$96 billion (US$88.2 billion) in 2013, of which 55% is represented by telecom spending. The growth rate for IT spending in 2014 is expected to pick up somewhat to 5.0%, up from a relatively slow 3.3% in 2013. As in other mature market economies, it is primarily 3rd Platform technologies, such as Cloud, Mobility and Big Data that are fueling growth. Many mature market segments such as servers, storage and PCs are relatively flat, whereas smartphones and tablets continue to grow more rapidly. In addition to focusing on Cloud, Mobility and Big Data, going into 2014, IDC Canada also initiated coverage of Internet of Things (IoT), wearables and 3D printing to support our clients' increased interest in 3rd Platform technologies. IoT is a particularly hot topic in Canada at the moment, and we will be devoting additional resources to this market in 2015.

**Q Are there significant differences between the Canadian and U.S. IT markets that affect IDC's operations in the two countries?**

A The Canadian ICT market has many commonalities with the U.S. IT market, and many IDC offerings are similar in Canada. But there are some very significant differences as well. Generally, corporate adoption of IT solutions lag U.S. adoption by 12 to 18 months, and Canadian companies are in many instances quite risk averse. Canada is also much more of an SMB marketplace with a relatively small number of very large firms. In addition, some very important verticals, such as telecommunications, financial services, public sector and health care are subject to very different regulatory frameworks that have given rise to very distinct differences compared to the U.S. As a result, most of IDC's large clients maintain sizeable local operations in Canada, necessitating a very strong local orientation in order for IDC Canada to serve our local clients effectively. Our large footprint of Canadian analysts who can work directly with clients to support their local efforts is really a key differentiator for IDC Canada.

**Q What are your thoughts about IDC's most recent Directions conference?**

A Our latest Directions conference was a tremendous success as we had the majority of our large vendor clients represented among the attendees. We were very pleased with the turnout of 100 attendees as the conference business has been very challenging. We are very fortunate to have had an incredible depth of speakers available to join us for the event, from worldwide analysts like **Crawford Del Prete**, **Carrie MacGillvray** and **Darren Bibby**, to Canadian market analysts like **Tony Olvet** and **Krista Napier**. Our speakers did a fabulous job, and feedback from our attendees was very complimentary. The content that was covered, focusing on Mobility, IoT, Channels and Alliances and the 3rd Platform longer term trends, was highly relevant to the audience. To drive attention to our IoT research, our first Canadian IoT forecast was released during the conference.

**Q IDC Canada's website is currently promoting the availability of IDC Custom Infographics. What is this service and has it attracted much interest from customers?**

A Infographics as a vehicle to communicate value propositions and drive increased awareness have become very popular among our clients over the course of the last 12 months. Hence, many of our

*continued on page 7*

# Insider program helps IDG Poland convert names from B2C to B2B database

Faced with a large database of consumer names and a robust list of business offerings, the team at IDG Poland wondered if some portion of those 600,000 B2C readers might actually be interested in business topics. To test that theory, they turned to a tried and true IDG offering: an Insider program.

"What we basically did, was implement a best practice from IDG worldwide," said **Dominik Blaszczykiewicz**, director of interactive design. Noting that the company's "Premium" program is quite similar to the CIO.com Insider program in the U.S., with a couple of exceptions, Blaszczykiewicz said that, so far, they have managed to convert some 10,000 names to their B2B database.

To begin, the team sealed off a large variety of content on its Computerworld.pl site including articles written specifically for the Premium section, white papers, case studies, webinars, videos, B2B event newsletters and the company's jobs board behind a registration wall. Registered users also have access to a new online tool called the Business Application Center Creator (see sidebar) and a PDF version of Computerworld as well as a mobile app.

## What's in a name?

When it came to choosing a name for its registration-required site, **Dominik Blaszczykiewicz**, IDG Poland director of interactive design, said his team decided not to use the "Insider" name which, "while very clear in English, does not translate well into Polish." Instead they went with Premium, "which is quite an international word so a much safer choice," he said. But, he said, they are considering changing the name to "Pro" to avoid the suggestion that users must pay to join the site.

"Then we began marketing our Premium offerings to names in our consumer database using e-newsletters and online direct mail," Blaszczykiewicz said. "It turned out that many of our customers, who we had identified as consumers, are actually interested in business topics but had not been offered an opportunity to sign up for business content in exchange for their business information."

*Blaszczykiewicz*

Blaszczykiewicz said his team opted to embed clients' ads into the Premium site's HTML rather than use an ad server. "Ads from an ad server are easily blocked by AdBlock," he said, "and we wanted to show the Premium button on the main website to as many clients as possible. Also, at sites that use an ad server, you can actually read their Insider articles without logging in — just by using AdBlock. We used PHP so that's not possible on our site."

The Premium site also requires a double opt-in process, in which users are sent an email notice and must log in using a link in the email. Blaszczykiewicz said his team tracks user activity on the Premium site and will soon use this information to send targeted auto-promotional offers or white papers that might be of interest all in an effort to convince people to send them more data.

"We are going to use programmatic buying solutions — right now a demand management platform plus our own simple in-house tools — to collect the behavioral data of our customers and target them with offers aligned with their real interests, not only the hard data given while registering on our site. It could completely change the way we consider B2B and B2C databases," said Blaszczykiewicz.

For more information contact Dominik Blaszczykiewicz. ■

## Online tool collects leads while helping users select ERP, CRM, BI products

As another way of bolstering its B2B database, the IDG Poland team developed an online tool designed to capture new business leads. The Business Application Center Creator is a dedicated website linked to the Computerworld Poland site that lets users choose the best Enterprise Resource Planning (ERP), Business Intelligence (BI) or Customer Relationship Management (CRM) product for their particular business needs. Launched six months ago, the Business Application Center Creator has helped add an additional 1,000 names to the company's database.

Users register with their business card information and then fill out one of three questionnaires (focused on ERP, CRM or BI). Each questionnaire contains about a dozen questions. The script compares their answers to the specifications for the products in the database and returns the name of the product that is the closest match. Under the product name is a button that says "Learn more," which users can click to receive an Excel spreadsheet containing more detailed information about the product. Currently the database contains information about 33 BI products, 34 CRM products and 65 ERP products.

In addition to generating B2B leads, which can be sold to companies whose products are included in the Business Application Center Creator, the team also generates revenue by offering a product it calls Company Business Card. Company Business Card is a directory where companies can pay — US$1,500 for three months — to list "about us" type information including general mission, case studies, product offerings and contact information.

For more information contact Dominik Blaszczykiewicz

COMPUTERWORLD

*Companies pay US$1,500 for a three-month listing in the Company Business Card directory.*

*Job Spotlight*

# On the job: Senior List Specialist

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name** Jeannie Button

**Title** Senior List Specialist

**Business unit** IT World Canada's Audience Services (Circulation) department

**What a senior list specialist does** I'm basically responsible for maintaining one of the most important assets of our company: the database. Over the years, my job description has changed to include many other hats. When I first joined IT World Canada there were massive amounts of data entry: updating/changing/adding to subscriber profiles, preparing publication files for the mailing house, gathering stats for our twice yearly audits and other duties as required. Now subscribers can make changes to their profile online, but we still perform quality control on the information to check for spelling errors, ensure the proper mailing format is used and the job title and company are coded per our coding standards. This attention to detail is vital for the success of our lead-gen campaigns and list rental programs.

**The services I provide and who my customers are** I'm primarily responsible for our e-newsletters. Editorial sends me the content for the six to seven newsletters deployed each day. I prepare the content, create the files and upload to our mass email software. They're then scheduled to be sent at different times during the day. We have four publications that are digital-only. The content for the magazines comes from production, and I make similar preparations as the e-newsletters except I work with an HTML email. Another component to my job is list rentals, both email and postal.

My primary customers include our sales department, editorial, events, production, list brokers and, to a small degree, outside clients. I process client count requests based on specific criteria, such as job, industry, company size or geographic area.

**Key skills required for my job** A thorough knowledge of our database and how to interpret and manage it efficiently and accurately. This can take many months, even years to master. Excellent knowledge of Excel to create and maintain spreadsheets, database software to manage the various lists and a conservative amount of HTML coding are also requirements. Excellent communication and multi-tasking skills are very important to ensure that daily deadlines are met.

**Best part of my job** Coming into work each day and working with two of the best co-workers, Audience Service Manager **Cheryl Patfield** and Senior List Specialist **Angela Chen**. We work cooperatively to ensure the success of our department.

**Most challenging part of my job** Deadlines. We have an unbelievably understanding and organized audience services manager who can delegate priorities without too much disruption to our daily routines. If one of us has a tight deadline, then the other will be assigned a job that requires just as much attention.

**How I got involved in this career** It was a fluke. In February 1994, I was let go from my job due to downsizing and went back to school in August for a four-month Introduction to Computers course. Two weeks before finishing the course my mother found an ad in the local newspaper advertising for a circulation assistant. I applied, got the job and 20 years later I'm still here.

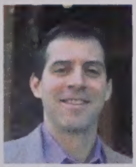
*Senior List Specialist **Jeannie Button** joined IT World Canada in 1995.*

**A recent accomplishment** Working for a technology company involves constant change. I am very proud that my job skills have kept pace with the vast amount of changes that our company, and, more specifically, my department has endured.

**What my colleagues would be surprised to learn about me** I am bilingual — not in French but Dutch. I am an avid golfer and play on a par 3 course most days after work. I am an absolute fanatic about crossword puzzles. There isn't a day that goes by that I don't solve at least one. I have yet to master a New York Times crossword, though. ■

# noteworthypeople

## New employees



DesJardins

**IDC California** has hired **Mathieu DesJardins** as a senior account executive, Integrated Marketing Programs. Previously a publisher development sales executive with PubMatic, he holds a B.A. in government from Connecticut College in New London. A competitive runner, he also recently became a father. mdesjardins@idc.com

Li

New at **IDC China** is **Jun Li**, research director, Industry Practice. He has worked for Gartner in the U.S., as well as Microsoft, Apple and Thomson Reuters in research, business development and marketing roles. He holds an MBA from New York University's Stern School of Business as well as a master's degree in public policy from Georgetown University in Washington, D.C. junli@idc.com

Liao

Also new at **IDC China** is Senior Market Analyst **Peter Liao** who will be responsibl for market analysis of monitors, projectors and smart TVs. He previously worked for LG Electronics China and BOE Consumer TV and holds a B.A. in Korean studies from Beijing's Minzu University. In his free time he enjoys badminton, basketball and mountain climbing. pliao@idc.com

**IDC Malaysia** has hired **Lilibeth "Betchay" Sangalang** as an account manager. She has worked for the research firms Kantar and Taylor Nelson Sofres, largely on quantitative studies related to fast-moving consumer goods. She enjoys meeting new people and adventurous challenges. lsangalang@idc.com

Also new at **IDC Malaysia**'s Kuala Lumpur office is Senior Research Manager **Bernard Loke**. Previously with Huawei, Ericsson and Maxis, his career covers systems implementation, network solution and design and project management. He earned a B.S. in electronics from Malaysia's Multimedia University and is currently working toward an MBA degree from the U.K.'s Manchester Business School, which he expects to complete this year. Away from his desk he enjoys cycling and scuba diving. bloke@idc.com

**Jinju Lee** joins **IDC Korea**'s Seoul office as an administrative executive with six years' of experience in accounting and administration. She graduated from Kyunghee University with a degree in hotel management. Away from the office she enjoys mountain climbing. jinjulee@idc.com

**IDC Singapore** has hired **Chuang Song** as program director. He was previously a research director with Gartner advising global clients on enterprise mobility and has also worked for Nokia, Sun Microsystems and Cisco Systems. In his free time he enjoys travel, wine and "messing around in the kitchen with my five-year-old daughter." schuang@idc.com

Previously a temporary employee with **IDC Singapore**'s events team, **Bernadette Silva** joins the staff full-time as a conference executive. A recent graduate of Singapore Management University with a degree in psychology and marketing, she enjoys swimming and baking. bsilva@idc.com

**IDC Singapore**'s latest new employee is Account Manager **Jocelyn Chua**. She has worked for the global research agency Millward Brown in a variety of roles in Singapore, Hong Kong and Thailand. She earned a B.S. in electronic commerce and technopreneurship from the National University of Singapore, which involved attending Stanford University and interning at Nielsen Online. She enjoys spending her free time at the ocean, diving and surfing. jchua@idc.com

Zondi

**IDC South Africa** in Johannesburg has hired **Pearl Zondi** as office manager. Previously an office administrator with Imalivest Pty. Ltd., she holds a certificate in business and computer studies and is currently working toward a diploma in marketing management. pzondi@idc.com

**Tim Tom** joins **IDC California** in San Mateo, Calif., as director, Custom Solutions, coming from Harte-Hanks Market Intelligence where he was a VP, Strategic Accounts. A graduate of the University of California/Berkeley, he holds a B.A. in economics and enjoys cooking and running with his wife. ttom@idc.com

STEVE PHILLIPS

Corral

Also new at **IDC California** is Customer Service Representative **Matthew Corral**. A very recent graduate of Santa Clara (Calif.) University with a degree in marketing and entrepreneurship, he was previously an operations and marketing intern with the Dynamic Sport and Social Club. Away from his desk he enjoys travel, intramural sports and film. mcorral@idc.com

PETER SHORT

Beaudry

**IDC Framingham** has hired **Tanya Beaudry** as a senior research analyst. Previously a sourcing analyst with The Hanover Insurance Group, she holds a B.S. in business administration from Southern New Hampshire University in Hooksett and an MBA from Nichols College in Dudley, Mass. Away from the office she coaches the varsity cheerleading team at Nashoba,Regional High School in Bolton, Mass. tbeaudry@idc.com

Previously a financial analyst with EMC, **Sheryl Sholock** joins **IDG Enterprise** as an online billing specialist. She earned an A.S. in accounting from Boston's Northeastern University and a B.A. in psychology from Framingham (Mass.) State University. In her free time she enjoys exercise, music and reading. ssholock@idgenterprise.com

## Transfers

Account Executive **William Coundrelis** has moved from **IDC Australia**, where he drove sponsorship sales for syndicated events, to **IDC New Zealand**, where he will be responsible for key accounts including Hewlett-Packard, IBM and Canon. He holds a double degree in economics and business administration from Sydney's Macquarie University and likes to spend his spare time golfing. wcoundrelis@idc.com

Karki

Previously VP, Product Management, Marketing with IDC in Framingham, **Heather Karki** is now head of marketing and product management with **IDC Asia/Pacific** in Singapore. She holds a B.A. in physics from Wheaton College in Norton, Mass., and an MBA from Boston University. She enjoys spending her free time with her two children, practicing yoga and exploring Singapore via bicycle. hkarki@idc.com

## Returning employees

Heys

**Mick Heys** returns to **IDC U.K.** as associate vice president, European Imaging, Printing and Document Solutions. Previously director of peripherals research, Europe with IDC, he has also worked for Canon, Gartner, Infotrends, Oki and most recently Nuance where he was EMEA alliance manager. He earned a degree in printing technology from Manchester (U.K.) Metropolitan University and enjoys archery. mheys@idc.com

*continued from page 3*

## One on One

local custom go-to-market projects now incorporate some form of infographics as part of the deliverables. And we are experimenting with how more visually appealing formats can be incorporated into our ongoing subscription research.

**Q Where do you see IDC Canada's business growing most quickly in the coming years?**

A We will continue to invest locally to support IDC's expanding Tracker business. Working with IDC worldwide, we have recently launched locally a Services Tracker and also a Public Cloud Tracker. Continuing to expand our Tracker footprint in tandem with IDC worldwide provides a very stable and consistent platform for our core subscription business, allowing us to serve our main clients with operational metrics for budgeting/planning and ongoing performance management. This business has very high renewal rates and also provides us with a foundation for our custom analytics and market model forecasting practice.

We are also investing locally in building out key custom solutions practices such as Sales and Marketing Enablement to serve local lead and awareness marketing campaigns, and most recently, Buyer Behavior to enhance our ability to serve our clients' specific primary custom market research requirements.

In addition, we are continuing to expand our worldwide expertise center for Partnering and Alliances research to further allow us to support our worldwide clients' need for expertise in managing and profitably growing their businesses through channels and alliances. ■

## anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**38**
***Terri Bergstrom*** *IDC*

**36**
***Debra Sobin*** *IDG*

**34**
***Robin Robison*** *IDG*
***Matt Smith*** *IDG Communications*

**31**
***Derek Hulitzky*** *IDG Enterprise*

**28**
***John Robison*** *IDG*

**26**
***Deborah Vozikis*** *IDG Digital Solutions Group*
***Ann Andrisani*** *IT World Canada*

**25**
***Janet King*** *IDG Research Services*

**19**
***Amie White*** *IDC*
***Måns Klockar*** *IDG Sweden*
***Tony Olvet*** *IDC Canada*

**18**
***Kathryn Marston*** *CXO Media*

**17**
***Alana Dros*** *IDG Human Resources*

**16**
***Lance Castonguay*** *IDG*
***Pamela Giesen*** *IDC*

**15**
***Paul Morrisette*** *IDC*

**14**
***Jennifer LeMay*** *IDG World Expo*
***Christopher Chute*** *IDC*
***Torun Bjurman*** *IDG Sweden*

**13**
***Jane Weissman*** *IDG Connect*

**12**
***Karen Arnowski*** *IDG Global Solutions*
***Ingo Staehle*** *IDC Germany*

**11**
***Natalya Yezhkova*** *IDC*

**10**
***Kelly Quinn*** *IDC*
***Magdalena Szczodronska*** *IDG Poland*
***Elizabeth Enriquez*** *IDC Mexico*
***Koichi Nagayama*** *IDC Japan*

**9**
***Leah Barton*** *IDC*
***Monika Kumar*** *IDC*
***Bruno de Andrade Faria*** *IDC*

**8**
***Elaine Senay*** *IDG*
***Timothy Scannell*** *CXO Media*
***Abigail Swabey*** *IDG Australia*

**7**
***Carolyn Rauch*** *IDG World Expo*

**6**
***Jillian Gardner*** *IDG Human Resources*
***Brian Carlson*** *CXO Media*
***Andreas Rockelmann*** *IDC Czech Republic*
***Mira Perry*** *IDC Canada*
***Patty Bu*** *IDC Canada*
***Rainer Bachmaier*** *IDG Germany*

**5**
***Trever Cumming*** *IDG Digital Solutions Group*
***Timothy Keough*** *Computerworld*
***Medina Noris*** *IDC*
***Pedro Hagge*** *IDC Brazil*

**4**
***Cate Bacon*** *IDG Australia*
***Jennifer O'Brien*** *IDG Australia*
***Adam Bender*** *IDG Australia*
***Gabriela Medvecova*** *IDC Czech Republic*
***Yon Pulkrabek*** *IDC Czech Republic*

**3**
***Robin Clausen*** *CXO Media*
***Jillian Hall*** *IDG Enterprise*
***Allyson Hughes*** *IDC*
***Stephanie Geary*** *IDC*
***Mark Yates*** *IDC Czech Republic*
***Apolo Lopez*** *IDC Mexico*

**2**
***Shelby Phillipo*** *IDG List Services*
***Hayley Levine*** *IDG Enterprise*
***Susan Thaxter*** *IDG Enterprise*
***Prathep Thurairatnam*** *IT World Canada*

**1**
***Amanda Beaudry*** *IDG Digital Solutions Group*
***David Janoff*** *IDC*
***Jonathan Lang*** *IDC*
***Patricia Lamadrid*** *IDC Mexico*
***Darren Higham*** *IDG U.K.*

## Flower power

IDC
Analyze the Future

Employees and visitors at the 5 Speen Street office in Framingham, Mass., are now treated to a visual reminder of IDC's milestone 50th anniversary. The building current houses IDC, IDG's Corporate Services Group (Legal, Financial Accounting, Payroll, Tax, Credit, Benefits and IS), IDG Human Resources Services Division, Training & Development and IDG Communications CEO **Michael Friedenberg**'s office.

# IDG Communications' David Hill, CIO's Gary Beach retire from IDG

*IDG Communications CEO* ***Michael Friedenberg*** *(right) led colleagues in a toast to IDG Communications President* ***David Hill****.*

IDG WORLD UPDATE

After logging close to seven million airline miles and crossing some 6,000 time zones, IDG Communications President **David Hill** retired on June 13 after a 28-year career with IDG.

A year after joining the company as managing editor, news, at MicroMarket World, Hill moved on to lead the IDG News Service. As his responsibilities grew to include licensing operations, IDG International Publishing Services was created, and Hill served 25 years as president and CEO; that unit is now led by **Jim Sullivan**. Hill was promoted to his current role in 2013. He is a longtime member of the IDG Management Team and has chaired the Global Product Line Meeting committee since 2008.

"David has had an incredible career at IDG and has no doubt left positive marks across the IDG globe which will be felt for years to come," said IDG Communications CEO **Michael Friedenberg**. "He will be missed for many things, not the least of which are his skills as an IDG ambassador around the world."

"It has been quite a ride," Hill said. "I remember sitting with **Pat McGovern** at my 10th anniversary dinner many years ago and telling him that if you had asked me to design a great job for myself, I could never have designed anything nearly as good as what I got. I still feel that way. I got to launch IDG activities in more than 50 countries. I met interesting, creative people in every corner of the world. Everybody should be so lucky." ■

Following a 27-year career in which he managed three different IDG brands, **Gary Beach** retired from the company last month but will continue to pursue his interests in the publishing industry, both as a consultant and as a newly published author. Last year Beach wrote *The U.S. Technology Skills Gap: What Every Technology Executive Must Know to Save American's Future.*

Beach joined the company in 1987 as publisher of Network World, later adding president to his responsibilities. He was named president/publisher of Computerworld in May 1991 and became group publisher for CIO Magazine in 1997, moving on to an emeritus role in 2008.

"Gary has been such an enormous part of the IDG success story," said IDG Enterprise CEO **Matt Yorke**. "He will be fondly remembered as an inspirational team leader, a creative thinker and a market leader to our advertisers and readers. He has been a true IDG ambassador, and his presence will be greatly missed."

*IDG Strategic Marketing Services SVP/GM* ***Charles Lee*** *presented* ***Gary Beach*** *— an avowed New York Yankees fan despite living in Boston Red Sox territory for years — with a customized pinstripes jersey.*

JOEL WEISBERG

"In my roles as a manager at IDG I have always marched to the beat of American satirist Will Rogers who once said 'Numbers don't mean nuthin, it's people that count' ," Beach said. "The people of IDG are truly what makes our company so special. Beginning in1987, I've seen so many amazingly talented people at IDG who are so capably taking our company into the future, and I am so very proud to have shared a masthead with them. I part with a phrase I often said to IDG colleagues over the years...."Go get 'em, champ!" ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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International Data Group (IDG) is the world's leading technology media, events and research company. Founded in 1964 and based in Boston, Mass., IDG products and services reach an audience of more than 280 million technology buyers in 97 countries.

IDG Communications' global media brands include ChannelWorld®, CIO®, CSO®, Computerworld®, GamePro®, InfoWorld®, Macworld®, Network World®, PCWorld® and TechWorld®. IDG's media network features 460 websites, 200 mobile sites and apps and 200 print titles spanning business technology, consumer technology, digital entertainment, and video games worldwide. The IDG TechNetwork represents more than 500 independent websites in an ad network and exchange complementary to IDG's media brands.

IDG produces more than 700 globally branded technology and entertainment conferences and events in 55 countries.

IDC has more than 1,000 analysts who provide expertise on technology and industry opportunities and trends in more than 110 countries.

# IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 10 - page 8

## CITE Conference + Expo awards program highlights creative solutions

*The new program recognizes outstanding projects and also serves as a way to identify good case studies and speakers for the conference across a wide range of technologies.*

**SEE MORE ON PAGE 2**

## Also inside

[One on one: IDG Global Solutions President Kumaran Ramanathan]

[IDC exceeds goals for Francophone CIO Summit]

[On the job: Andrew Widjaja, head of online and development, IDG Australia]

*IDG Training & Development graduates the latest Media Management Institute class.*

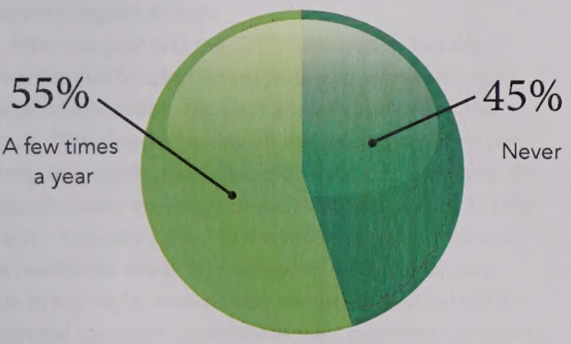
**SEE MORE ON PAGE 7**

*Celebrating 10: IDC Research Director, Gaming Lewis Ward marks a decade of service.*

**SEE MORE ON PAGE 8**

## Question of the week results

How often do you use eBay?



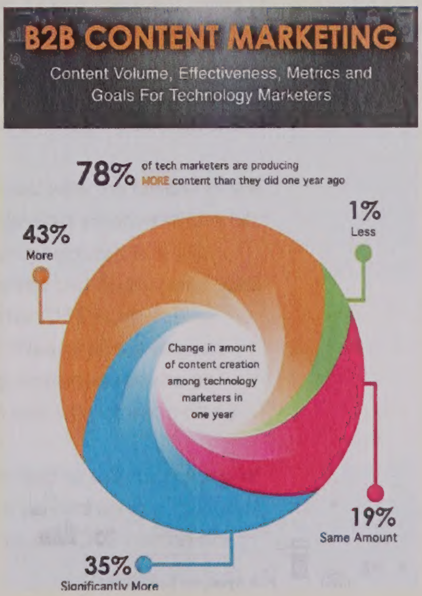
**Log on to www.idgcentral.com to vote on this week's question:**

What do you think of self-driving cars?

CLICK HERE

## By the numbers...

IDG collaborated with the Content Marketing Institute and Marketing Profs on a research study earlier this year: B2B Technology Content Marketing Trends: Budgets, Benchmarks and Trends — North America. The complete infographic is on IDG Knowledge Hub's Advertising and Marketing Research page.



# Third CITE Conference + Expo adds awards program to highlight creative solutions

IDG Enterprise's third annual Consumerization of IT in the Enterprise (CITE) Conference + Expo took place in San Francisco last month, drawing more than 640 qualified attendees, a 5% increase over the 2013 event.

**Anne McCrory**, IDG Enterprise VP, marketing and content strategy, Events said that the role of CITE is "to educate and inspire today's IT and business leaders to embrace the future, meaning the adoption of consumerized technologies and new ways of working." She noted that CITE's program — which this year was focused on innovation — was designed to be "inspiring, fresh and practical. We want attendees to get new ideas about how new technologies can improve business and the workplace at their organization and better understand how to execute these projects, choose the most appropriate vendors for their scenarios and manage change."

After the morning and early-afternoon keynote speakers and panels, attendees could choose among a variety of breakout tracks. These were organized by function, rather than technology, and included The Business, The Workplace, The Customer, The Technology and The Edge. Hewing to CITE's innovation theme, the latter track featured startup companies, including a few that have launched at IDG Enterprise's DEMO event. There was also a mainstage panel of DEMO God winners from April's one-day DEMO Enterprise as well as a venture capitalist panel.

## Awards program debuts

New this year was the CITE Conference Awards program that focused on projects such as mobile apps, social collaboration, big data analysis and use of the cloud. "We decided to launch the awards program primarily to unearth good case studies and speakers for the agenda across the range of technologies featured at the event," McCrory said. "As the technology has matured, we needed to make sure we found really stellar projects to highlight. Awards also create an opportunity for potential sponsors to nominate their customers, creating awareness in the sponsorship community of the event — and leads for our sales team."

The 35 awards finalists, which came from fields as diverse as pharmaceutics, state government, retailers and transportation, demonstrated the many ways that organizations are leveraging new technologies to serve their customers and employees and drive innovation. Senior IT executive judges scored the finalist pool using specific criteria for each category. One winner was named in each of six categories (Best Business Cloud Computing Environment, Best Cloud Rollout, Best Collaborative Project, Best Customer App and Best Smart Data Project). Many of the finalists shared their case studies during the conference, and winners were revealed at an awards breakfast and later introduced on the main stage.

CITE
consumerization of IT
meet the next generation

*The IDG Enterprise CITE staff included: Front row (l-r: **Julie Anderson**), marketing assistant/registration assistant; **Ellen Daly**, SVP, Events; **Debra Becker**, senior marketing director, Events; and **Anne McCrory**, VP, Marketing and Content Strategy, Events. Middle row: **Sarah Reagan**, events manager; **Lissa Piscopo**, associate event planner; **Erica Foster**, manager, Executive & Custom Client Services; and **Jillian Hall,** event content specialist. Back row: **Matt Rosoff**, editorial director, CITEworld.com; **John Gallant**, chief content officer, IDG Communications; and **Deb Begreen**, senior director, Events. (Not pictured: **Duncan Newell**, senior marketing manager, Events.)*

"We were extremely impressed with the caliber of the finalists, especially those who devised creative solutions to bridge complicated legacy architectures to bring modern functionality to employees and customers," said **Matt Rosoff**, editorial director for CITE's companion news website CITEworld.com. "Nearly all the finalists showed qualitative as well as quantitative returns on their projects. The competition was very close in many categories."

All of the finalists were all invited to submit a video of their project. "These have been posted on our YouTube channel, which is accessible from the CITE conference

*continued on page 4*

# OneonOne

## Kumaran Ramanathan

*IDG Global Solutions*

***The president of IDG Global Solutions is this week's columnist. Reach him at kr@idg.com.***

> "This continual customer dialogue means that our teams are often at the vanguard of new revenue conversations that set IDG apart from our competitor base."

**Q It's been a long time since we last spoke to you. How have things been?**

A 2013 was a tough year, but during this period we overhauled the IGS business, strengthening and realigning the EMEA team, rebuilding the Americas team under new leadership and launching our own regional HQ team in Singapore. Running parallel to these fundamental changes was the continued investment in our ever-increasingly successful marketing services business. We have had a very strong start to FY14 with revenues of $20.6 million, which is a 10.3% increase on the same period last year, at the half-way stage. While the numbers are strong, the ingredients of this success lie in the foundation and infrastructure that we put into place at the beginning of FY11.

**Q What are those ingredients?**

A The quality hallmark of pace and execution remain at the core of the IGS strategy. The leadership structure remains streamlined with all three teams led by outstanding sales leaders with a long track record of success. **Neil Michael**, **Andrea D'Amato** and **Jason Gorud** lead their teams from the very front and are highly market-facing, which in turn sets a high standard for their salespeople to follow.

This go-to-market leadership structure is complimented by **Jeremy Rueb** who runs the Global Program Architecture team. It is a potent combination that allows IGS to deliver the IDG Category Leadership story in a structured, high touch-point manner to market. This continual customer dialogue means that our teams are often at the vanguard of new revenue conversations that set IDG apart from our competitor base. As a rule we try to keep the message simple to the teams, but we reiterate that message time and time and time again. Every commercial person at IGS is fully aware of their individual and team goals but the real differences are in those marginal gains — the extra 1% that comes from highly motivated and engaged individuals prepared to go the extra mile.

*IGS's leadership team has a long track record of success. (L-R): **Jeremy Rueb**. Vice President, Worldwide Strategic Marketing Services; **Andrea D'Amato**. VP, Americas; **Jason Gorud**. VP, APAC; **Neil Michael**, VP, EMEA.*

**Q What are the key things you are seeing from international customers?**

A The first half of the year has been dominated by a 51% revenue increase from the corporate big six accounts: HP, Dell, Microsoft, Cisco, Intel and IBM. Historically, this group has delivered between 17% and 21% of the overall IGS revenue base and yet in FY14 that number is at an all-time high of 27%. A big reason for this upturn is the refocus on our client direct team — a process we started over two years ago which is now beginning to bear dividends — and, of course, market factors that have seen the upside of a cyclical return to a more central control from global marketing teams. As the fight for survival and relevancy reaches the very largest technology vendors, so this disruption has helped fuel more meaningful regional dialogue.

**Q You mention the disruption to the tech vendors. What impact is this having on IGS?**

A As we are all aware, the IT industry is going through a significant period of change as we see the emergence of the third platform revolutionize how we deliver, engage and consume content. It is the tech businesses that exploit mobile, cloud, big data and social media that are seeing the major growth. Engaging with the businesses that are leveraging third platform technologies to help grow and gain market share is critical to IDG's future success.

We have identified 122 companies and have been aggressively targeting this client suite with a dedicated program called "Partner With Us." Known as the "Advantage Program," this new business has generated over $2.6 million of incremental revenue in FY14 from clients such as Dimension Data, Gemalto, Box, CenturyLink, etc. This is part of a long journey, but we have isolated the opportunities and are focused on

*continued on page 6*

# IDC's Francophone CIO Summit sets new record

Building on its close ties to CIOs in the region, on April 29-30 IDC North Africa hosted the largest CIO Summit ever held in the Middle East and Africa region.

The second Francophone CIO Summit in Morocco drew 316 attendees — 187 of them CIOs, almost 60 more than last year — from 10 African nations and the support of more than 30 partner companies and associations.

"One of our strengths in the region is our partnerships with CIO Clubs [organizations that are independent from IDG/IDC] in Morocco, Senegal, Cameroon and Ivory Coast, which helped us to target the top IT spenders, and we ran marketing campaigns through their networks and social media" said IDC North Africa Country Manager **Ouafa Kathir**. "Starting in February we had 92 one-on-one meetings and conference calls with CIOs across the region to recruit attendees. We had to stop registrations the week before the event because we were at capacity for the venue."

In addition to presentations and panel discussions led by IDC analysts and vendor partners, the summit served as the launch for the Technology Advisory Council (TAC) in French Africa. Like three other TACs recently established in MEA, the eight-member group of IT leaders from influential companies will advise IDC regarding research and conference programming.

IDC
Analyze the Future
Le plus grand rassemblement de DSI de la région
FRANCOPHONE DES

*IDC North Africa Country Manager* ***Ouafa Kathir*** *(in dress at right) with the delegation from Senegal. Eight percent of the CIOs at the summit were from Morocco, 9% from Senegal, and the rest from eight other African countries. CIOs, panelists and partners are already asking to be part of the 2015 Francophone Summit, Kathir said.*

Write to Ouafa Kathir. ■

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## CITE

*continued from page 2*

website," McCrory said. "We also posted capsule descriptions of each finalist entry.

McCrory said that some of the award winners were "rather awestruck" at being selected among so many accomplished projects. "For some of the award winners, it was their first time to California, so it was great to give them that opportunity to come out and join the program," she said. "One attendee told me he met some attendees via the CITE mobile app and now they were planning to do site visits to each other's organizations. It was really cool to see people making real connections that way."

CITE
consumerization of IT in the enterprise
conference + expo By IDG Enterprise

CITE Conference + Expo had more than 20 sponsors. There were two paid workshops on the event's first day priced at US$195 per session. The attendance fee was $795, however managers from companies with more than 100 employees in either an IT or business function qualified for complimentary attendance.

To act as speakers and panel moderators, CITE organizers pulled in IDG colleagues, among them Rosoff, who secured several Silicon Valley executives as panelists and moderated those panels; **John Gallant**, chief content officer, IDG Communications; **Adam Dennison**, SVP and publisher, IDG Enterprise who hosted a stage in the expo pavilion with startup demonstrations; and **Bob Bragdon**, CSO publisher; as well as IDC's **Joe Pucciarelli**, VP and IT advisor, IT Executive Programs.

McCrory said a presentation by futurist, author and dean of the IT Leadership Academy Thornton May on "The Path to Big Data Mastery" was "the most on-fire session I have seen in some time with an over-the-top energetic performance and engagement of the audience on the topic of big data." "May needs to be invited back every year," one attendee said.

Another attendee had this to say about the event itself: "CITE is must-see, go-to event for any IT professional wanting to stay current with today's technology. From this conference you can really learn about a technology or a way of implementing that technology to make a difference in your business."

Contact Anne McCrory. ■

*Job Spotlight*

# On the job: Head of Online and Development

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name** Andrew Widjaja

**Title** Head of Online and Development, IDG Australia

**What a head of online and development does** I lead a team of four that develops, maintains and serves ads to all IDG Australia and New Zealand websites. Our work includes developing custom ads, mini-sites and HTML e-mails for our clients, developing and maintaining all of the IDG Australia and New Zealand websites, as well as our user and content management systems.

**The service I deliver and who my primary customers are**
The IDG Australia and New Zealand web sites and the products and services they offer are our 'service.' The primary customers would be our business units, advertisers and readers.

**Key skills required for my job**
- Knowledge and experience with the website code base and infrastructure.
- Ability to communicate with my team and other business units.
- Programming experience with Python.
- Database administration experience with PostgreSQL.

**A typical day**
Discussing projects with internal business divisions and the online team; website development; system administration; reviewing code; checking site traffic analytics.

**Best part of my job** Working with an awesome team filled with talented people.

**Most challenging part of my job** As I came from a technical background, the most challenging part of my current role is leading a team full of talented people who have knowledge and expertise in their domain. We're currently looking at solutions to deliver highly targeted content, products and services to our visitors based on articles they've read, events they've attended or white papers they've downloaded. One problem we're facing is finding not only what they want now but also what they want in the future. A person downloading a white paper on data center security today may not necessarily want another white paper on the same topic in two months. They may be migrating their infrastructure to the cloud and would like a white paper on that.

**How I got involved in this career**
I joined IDG in 2005 for Industrial Training, a requirement to complete my computer engineering degree. After my training, I continued to work at IDG as a junior developer. After seven years with IDG I have the opportunity to lead the team that I had been a part of.

IAN SHARP

*IDG Australia Head of Online and Development* ***Andrew Widjaja*** *joined IDG in 2005.*

**A recent accomplishment**
We recently moved all the IDG Australia and IDG New Zealand websites to Amazon Web Services. It was a fairly large migration that was executed over a number of months. With our sites now running on Amazon Web Services we no longer need to purchase or maintain our own hardware, which allows us to reduce our capital expenses and gives us more time to focus on business.

**What colleagues would be surprised to learn about me**
I've had three weddings to the same wife. We had a traditional Thai wedding in my wife's hometown in Surat Thani, Thailand, with more than 900 guests; we only knew around 50 of them, but in Thailand it's normal for the parents of the bride and groom to invite their guests and for guests to invite their families. We like to call it our parents' wedding. Then we had a Western wedding in Phuket with our close friends and family and a small ceremony in Australia to legalize our marriage here. ■

# noteworthypeople

## New employees

Kizub

**Alena Kizub** joins **IDC Central Asia**'s office in Almaty, Kazakhstan, as an associate research analyst. She was previously a senior analyst at T. Ryskulov Kazakh Economics University, from which she also holds an M.A. in business and economics; she also earned a BBA in business administration from KIMEP University in Almaty. She enjoys travel, playing the piano, cooking Italian cuisine and supporting Real Madrid. ekizub@idc.com

Fischer

New at Germany's **IDC Central Europe**'s Frankfurt, Germany, office is Research Analyst **Eckhardt Fischer**. He was previously a marketing consultant with Crinata and holds a B.A. in corporate communications from the University of Johannesburg. In his free time he enjoys rock climbing and running and previously played rugby for Klub Heusenstamm in the German Bundesliga. efischer@idc.com

Russi

Also new at **IDC Central Europe** is Business Development Manager **Sophia Russi**, who was previously an account manager with Dell Germany. She earned a German/French degree in European business studies at University of Applied Sciences in Regensburg, Germany, and at Ecole Supérieure de Commerce in La Rochelle, France. She enjoys diving, volleyball, travel and cooking. srussi@idc.com

**IDC China** has hired **Jessica Qiao** as a senior manager, Marketing. She previously worked at IBM as a demand program professional and has also worked at Hutchison Global Communication Ltd. as senior marketing and business development manager. A graduate of the Chinese University of Hong Kong, she holds a B.S. in social science and enjoys reading, travel and badminton. jqioa@idc.com

Vardar

**Merve Vardar** joins **IDC MEA**'s United Arab Emirates office as a senior account manager, Events and Seminars. She previously worked for EMC Turkey as a partner account manager and holds a B.A. in business administration from Yeditepe University and an M.A. in digital media from Kadir Has University, both in Istanbul, Turkey. In her free time she enjoys travel, cooking and running. mvardar@idc.com

Shaikh

Also new at **IDC MEA**'s U.A.E. office in Dubai is Sales Support Specialist **Mohamadsami Shaikh**; he was previously a business development executive with Pan Cyber Information Technology. He earned a B.A. in business administration from Sinhagad University in India and enjoys badminton, music, video games and supporting London's Arsenal football club. mshaikh@idc.com

Al Sayed

**IDC Saudi Arabia** has hired **Hani Al Sayed** as an account manager. He was previously a sales account manager with Intertec Systems and Nesma Advanced Technology. He holds a B.E. in computer engineering and informatics from Beirut Arab University and is a member of the Lebanese Order of Engineers and the Saudi Council of Engineers. halsayed@idc.com

Yakovlev

New at **IDC Russia** is Senior Analyst, Software Markets **Sergei Yakovlev**; he previously led the business planning and analysis division of Kaspersky Lab. He holds a specialist's degree in marketing from St. Petersburg State University and an MBA from the Moscow International School of Business. In his free time he enjoys horseback riding, reading and practicing English. syakovlev@idc.com

Uysal

New at **IDC Turkey** is Conference Project Manager **Gözde Uysal**. Previously a client services director at The Sales Machine, she graduated from Bilkent University's Vocational School of Tourism and Hotel Management in Ankara. A long-distance runner, she is a member of Adim Adim (Step By Step), a Turkish volunteer initiative promoting charitable giving through running and recently completed the 42km Copenhagen Marathon in support of the families of last month's Soma mining disaster in Turkey . guysal@idc.com

**Jozsef Bakk** has joined **IDC Hungary** as a software market analyst; he was previously a client business partner with Nielsen. He holds an M.A. in sociology from the University of Eotvos Lorand in Budapest, Hungary. Away from his desk he enjoys fishing, cycling and cars. jbakk@idc.com

*Send information for the Noteworthy column to world_update@idg.com.*

## One on one

*continued from page 3*

demonstrating with these clients that there is an advantage to working with IDG to deliver their goals.

**Q So you are optimistic about the remainder of FY14 and beyond?**

A Yes. We are bringing all the IGS sales teams together this week in Brighton, England, for two days to focus on global account leadership, sales excellence and the sharing of best practices. All the hubs will focus on the FY14 core sales strategy of:

- Strong client market coverage.
- Demonstrating the IDG category leadership and innovation position.
- Proactively identifying and selling to the next big tech companies within third platform technology areas of cloud, mobile, big data and social through our IGS Advantage Program.

The team remains focused on the right thing, and I am confident that we will maintain a strong pace in the second half of the fiscal year, and, equally important, set up the business for success in FY15 and FY16. ■

# Media Management Institute takes a close look at IDG business, strategy

*Participants spent part of the program at IDG Headquarters in Boston. (Left side railing, from top): **Agata Joseph**, director, International Sales, IDG Global Solutions (green sweater); **Meghan Shepp**, manager, Product Development, IDG Strategic Marketing Services; **Dan Muse**, executive editor, CIO.com; **Mike Hennessey**, VP, Investment Research, IDC; **Melissa Riofrio**, executive editor, PCWorld. (Middle, from top): **Dan Vesset**, program VP, Business Analytics and Big Data, IDC; **Gail Fulcinitti**, director, Product Management, IDC; **Josh Grossberg**, manager, International Sales, IDG Global Solutions; **Jillian Gardner**, senior human resources generalist, IDG TechNetwork and Digital Operations; **Cushing Anderson**, program VP, Project-Based Services, IDC. (Back, from top): **Kristi Nelson**, online sales director, Infoworld; **Keith Linden**, director of sales, East Coast, IDG TechNetwork; **Chris Rogers**, digital account director, InfoWorld; **Mike McGoldrick**, regional sales director, Events, Network World; **Patrick Burke**, senior systems administrator, IDG; **Martyn Williams**, senior correspondent, IDG News Service; **Johanna Himes**, director of digital operations, IDG Digital Solutions Group; **Mary Johnston Turner**, research VP, Enterprise Systems Management, IDC; **Grace Moy**, account director, CIO Events, CIO Magazine; **Kevin Gerich**, director of web development, IDG Digital Solutions Group.*

Twenty employees from IDC and IDG business units took three days out their regular jobs last month to learn more about IDG's scope of business as well as its strategic priorities. The IDG Media Management Institute (MMI), gives participants, who are nominated by their business unit leaders, an opportunity to understand aspects of IDG's operations that they may not usually encounter and forge new bonds with colleagues that might lead to cooperative work relationships.

The MMI, including the European Media Management Institute, is one of five corporate training programs (along with the Global Media Institute, the Management Excellence Program, the IDG Professional and IDG Compass) offered by IDG's Corporate Training & Development group.

The presenters were IDG business unit managers whose expertise included finance and forecasting, strategic communication and PR, events, demand generation, research and more. The program included a case study that called upon the group to divide into teams and come up with an idea or concept to help grow IDG's business.

"It was a great experience," said CIO.com Executive Editor **Dan Muse**. "I learned a lot about business units I knew of in name only, and I also made contacts that will be valuable to CIO.com going forward. Plus, our team won the case study challenge, which made the whole program that much better."

**Johanna Himes**, director of digital operations for the IDG Digital Solutions Group, said she particularly enjoyed the case study since it gave her the chance to work with people from different areas of IDG. "I also saw lots of opportunity for my group to collaborate with other units around IDG. I'd like to set up mini task forces to share best practices and generate new ideas between departments that have development, project management and product management teams."

Contact Senior Director, Learning & Development and HR Laurie Butson. ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

***32***
***Debbie Waters*** *IDG International Publishing Services*

***30***
***Mitch Betts*** *IDG Enterprise*

***22***
***Stephen Lawson*** *IDG News Service*

***21***
***Michael Carroll*** *IDG World Expo*

***18***
***Kit Gould*** *IDG U.K.*
***Steven Traynor*** *IDG Enterprise*

***16***
***Mary Menendez*** *IDC*

***14***
***Mark Savery*** *Digital Solutions Group*

***13***
***Mel Manasan*** *IT World Canada*

***11***
***Satoshi Matsumoto*** *IDC Japan*
***Lu Dai*** *IDG Asia*

***10***
***Stacy Crook*** *IDC*
***Margaret Margossian*** *IDC*
***Suzanne Denton*** *IDC*

***9***
***Ryan Patterson*** *IDC*

***8***
***Curtis Robinson*** *IDC Czech Republic*
***Brian Howden*** *IDC Canada*

***7***
***Norah Miller*** *IDG Sweden*
***Cowin Desere*** *IT World Canada*
***Dan Moren*** *IDG Consumer & SMB*
***Richard Hartman II*** *IDG Enterprise*
***Brett Ferry*** *IDG Strategic Marketing Services*

***6***
***Hyuna Kim*** *IDG Korea*
***Emily Hart*** *Digital Solutions Group*
***Francisco Jeronimo*** *IDC U.K.*

***4***
***Sheila Brennan*** *IDC*
***Steven Dijkerman*** *IDG Netherlands*
***Joris Peterse*** *IDG Netherlands*
***Theske Slijkerman*** *IDG Netherlands*
***Kat Neal*** *IDG U.K.*
***Lise Fracalossi*** *Digital Solutions Group*
***Joan Joly*** *Digital Solutions Group*
***Jimmy Dias*** *Engineering Solutions Group*
***Lauren Brousell*** *IDG Enterprise*
***Christina Sergi*** *IDG Enterprise*

***3***
***Elyse Shuster*** *IDC*
***Mike Glennon*** *IDC U.K.*
***Lisa Borgman*** *IDG Sweden*
***Maximilian Kwapil*** *IDG Germany*
***Kimberly McDonald*** *IDG List Services*
***Karyn Murphy*** *IDG Strategic Marketing Services*
***Jillian Hall*** *IDG Enterprise*

***2***
***Abdelhak Khalil*** *IDC Middle East/Africa (UAE)*
***Rebecca Hamilton*** *IDG Connect International*
***Matthew Vickers*** *IDG Connect International*

***1***
***Daisha Hart*** *IDC*
***Umer Kassim*** *IDC Middle East/Africa (UAE)*
***Edward Longmate*** *IDG U.K.*
***Susanne Ochs*** *IDG Consumer & SMB*
***Benjamin MacArthur*** *IDG Enterprise*
***Kirsa Larson*** *IDG TechNetwork*

# celebrating10

## Lewis Ward

*Research Director, Gaming*

*IDC*

**Home**
Born in Eugene, Oregon, moved to Klamath Falls, Oregon, as a young child and grew up there. Now I live in Swampscott, Mass.

**Joined IDC**
April 2004 as a senior analyst, consumer mobile and wireless.

**Career path**
I've stayed on the consumer team. Promoted to research manager in 2006, moved over to the Gaming service in 2009 and was promoted to research director, gaming, in 2013.

**Current title**
Research director, Gaming. I get to do some of the fun stuff! Actually it's as much Excel spreadsheet work and document writing as other analyst positions, but it's fun to be covering a topic that's in the entertainment space, that's growing and changing quickly and that you can talk to the average person about without their eyes glazing over. I basically size console, PC and mobile gaming worldwide.

**Three things I do in a day's work**
Lots of email, probably field a press call, surf the Web for background on something I need for a report, drink a cup of coffee to wake up after lunch and get back to some client about a pending request. That's five things I guess…

**Most challenging part of your job**
Ooh, a curveball. I think it's the Excel spreadsheet models. Sometimes I can almost imagine the pain of childbirth when I'm three days into a complex global XL model.

**Best part of your job**
I've kind of become a "known quantity" in gaming. I get way more press calls than I used to and from some pretty prestigious outlets. I've even done a bit of TV. I get nervous before live appearances, but, to be honest, if I give a respectable interview, the ego stroking feels pretty good!

**Job perk**
Free games — good thing I like to play them, too.

**Latest accomplishment**
Getting promoted late last year after a seven-year wait was a biggie.

***Lewis Ward*** *has spent his IDC career as a key member of IDC's consumer research team.*

**One thing I learned during my tenure at IDC**
Pat McGovern was right: "The biggest room in the world is the room for improvement."

**Interests outside the office**
Playing basketball, watching sports, visiting friends and family, having a great dinner out with my wife.

**First job**
Selling newspaper subscriptions door to door.

**What it taught me**
Sales is partly about charming customers.

**Favorite celebrity encounter**
Met Dan Aykroyd backstage at a Blues Brothers concert.

**Manager's profile**
"Lewis is our resident expert for video games. Be it mobile game apps, be it PC games, be it gaming consoles, there are few if any industry analysts in this space who know as much as Lewis does. He is also a master of forecasting; I have seen few analysts who know their way around modeling the way Lewis does."

*— Karsten Weide, program vice president, Digital Media and Entertainment, IDC*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Joanne Tilson** *IDG Global Solutions*
**Lewis Ward** *IDC*
**Karsten Weide** *IDC*
**Andrew Widjaja** *IDG Australia*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | CELEBRATING 10 - *page 8*

## Live webcasts prove successful lead gen tool at IDG Poland

*IDG Poland is producing an average of five to eight webcasts on behalf of its customers each month. The program is responsible for approximately 50% of the company's lead gen revenue.*

**SEE MORE ON PAGE 4**

## Also inside

IDG China title to manage online community for Intel

Electronic Engineering and Product World turns 20

One on One: IDG CTO Aaron Jones

IDC's West Africa CIO Summit debuts in Nigeria

*IDC China hosts client cocktail party following Directions to celebrate 50 years of IDC.*

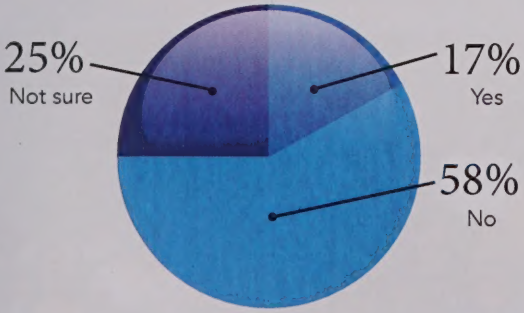
**SEE MORE ON PAGE 7**

*Sales Manager, Industry Accounts/ East Coby Smith marks a decade of service to IDC.*

**SEE MORE ON PAGE 8**

## Question of the week results

Should the Internet have a fee-based fast lane?



**Log on to www.idgcentral.com to vote on this week's question:**

How often do you use eBay?

CLICK HERE

## Wanted: Your office photos

*IDC Brazil employees in São Paulo are ready for the start of the World Cup in their country next month. Show your colleagues what's up at your office. Send photos to world_update@idg.com.*

# IDG China title wins bid to create, manage online community for Intel

Electronic Engineering and Product World (EEPW) this month won a contract with Intel Corp. to create and manage Intel-Quark, a new Chinese-language online community for semiconductor engineers about wearable device technology. The deal represents EEPW's largest single contract of the year, said **Jian Li**, managing editor of EEPW.

The Intel site is scheduled to go live today. In addition to white papers and other exclusive content supplied by Intel, the site will include articles written by EEPW editors about new design ideas for wearable products incorporating Quark, a 32-bit technology known for both its small size and low power consumption. Also featured on the site will be contests, games and blogs by leading tech-savvy designers in the field.

Li said the goal of the new IntelQuark site will be to help readers "learn about, trade ideas and implement innovative designs" for wearable device technology.

Added **Yueyue Ma**, publisher of EEPW: "It is an honor for EEPW to win this contract. We believe Intel chose us over many of our competitors because we have years of experience researching and writing about embedded technology. In addition, EEPW has one of the largest and most sophisticated databases of semiconductor and electronics engineers in China. We are convinced that our readers in both print and online are eager to learn, discuss and share their experience for new design ideas in the wearable device industry."

This is the second major online community EEPW has hosted for a global semiconductor supplier in as many years. Two years ago, EEPW launched and managed a Chinese-language website for Xlinx to promote its Zynq line of semiconductor products.

Most technology analysts agree that the embedded design market in China for wearable devices is on the verge of undergoing massive growth, Ma said. IDC predicts that global shipments of wearable devices will triple in 2014 to more than 19 million units and then grow at a compound annual rate of 78.4% to 112 million units by 2018.

Founded more than 20 years ago as a joint venture between IDG China and the Institute of Science and Technology of China under the Ministry of Science and Technology, EEPW publishes the country's leading monthly magazine for the electronics industry. EEPW's website is also one of the most popular B2B websites in China for the electronic design community. More than 35,000 design engineers alone registered for 55 technical webinars on EEPW's website in 2013, covering a diverse range of topics from automotive electronics to consumer electronics to advanced semiconductor manufacturing technology.

*The Electronic Engineering and Product World staff responsible for the IntelQuark online community includes (l-r):* ***Yu Wang****, project manager;* ***Yueyue Ma****, publisher; and* ***Jian Li****, managing editor.*

For more information, contact Yueyue Ma. ■

## Happy 20th, Electronic Engineering and Product World!

*The staff of IDG China's Electronic Engineering and Product World gathered for a photo on the occasion of the publication's 20th anniversary. The monthly publication, which faces stiff competition in the local market, is the leading print title for semiconductor and electronics engineers in China with 37,000 subscribers. Its website launched in 1999. Four staff members —Advertising Associate* ***Binglin Wang****, first row, second from left; VP Beijing Dongxiao International Technical Information Consulting Co.* ***Yuelan Guan****, first row, third from left; former publisher* ***Mary Chen*** *(first row, fourth from left and recently retired); and Website Assistant* ***Hong Zan****, second row, second from left — have been with the publication since its launch.*

# OneonOne

## Aaron Jones

*IDG Engineering Solutions Group*

***The CTO of IDG Communications and general manager of the Engineering Solutions Group is this week's columnist. Reach him at ajones@idgcommunications.com.***

> "We will also have the opportunity to scale our advertising and data platforms across a common taxonomy and set of tags as well as to enhance our ability to realize value out of the content we create."

**Q You've been working on implementing the new IDG Media Platform for more than a year now. Can you remind us of the goals of this project?**

A We had a number of goals for the new platform, including the following:

- Creating a larger pool of resources with consistent skill sets.
- Leveraging assets (technical, content and people) on a larger scale.
- Promoting best practices in product, technology, and processes.
- Reducing time to market for new products.
- Modernizing our technologies and reducing technical debt.

**Q Will the platform eventually extend to include all IDG owned and operated online properties around the world?**

A That is the idea. At the last International Managers Meeting in April, [IDG Communications CEO] **Mike Friedenberg** proclaimed that we will all be standardizing on this platform. While this is a substantial undertaking and will not be trivial, we believe there are massive advantages to be gained on the other side.

**Q What are the benefits to IDG of having all of our sites on one unified platform?**

A Having a common data model and services allows one group to build innovative products and services and to more easily deploy them across the world. We will also have the opportunity to scale our advertising and data platforms across a common taxonomy and set of tags as well as to enhance our ability to realize value out of the content we create. The common platform also allows us to leverage existing design frameworks to enable all IDG business units around the globe to use the modern layouts implementing responsive designs and viewable impressions, among other things.

**Q Where are you now in terms of onboarding sites to the platform, and when do you expect all U.S. sites to be on board?**

A We expect all major U.S. sites to be migrated by the end of fiscal 2014. Currently we have all four of the IDG Consumer & SMB sites live (PCWorld, Macworld, TechHive and Greenbot) and three of the IDG Enterprise sites (Javaworld, CITEWorld and CSO).

**Q Are there any new features of the platform that you are particularly excited about?**

A Many! We've developed social sharing tools that allow simultaneous auto-posting to multiple social networks. We're bringing analytics tools into the user interface that the editors work with, and we're deploying the Individual Contributor Network to allow managed self-service onboarding of free-lance writers so that our brands can more easily expand their networks of contributors. We've also significantly enhanced the capabilities and usability of our video management tools.

**Q What's next?**

A Well, the first thing is that we're giving the platform a name. We're calling it Apollo. We're also doing work to onboard the IDG News Service; we're doing some prep work for international expansion, which we hope to begin in early FY15; and we're developing our new Answers platform. Answers is a user-generated content platform that enables IDG readers to ask technology-related questions and other readers (and IDG editors) to answer them. Answers will be a standalone site, but it will be integrated into many of our brands.

**Q The IDG Communications Engineering Solutions Group has been reporting into David Hill, president of IDG Communications. With his impending retirement, how does that change the reporting structure?**

A Firstly, I'd like to say that David has been a wonderful manager to work for. He is an astute people manager and is adept at navigating the dynamic landscape that is IDG. I learned far more in the short time I worked with him than one would think possible, and I will miss him.

With David's retirement I will now be reporting into **Pete Longo**, who is both CEO of IDG TechNetwork and chief digital officer of IDG Communications. I am very excited about working for Pete. I think he is a very good fit for my team. I've worked with Pete peripherally for a few years now, and he really understands both the opportunities and challenges we face from multiple perspectives. He also has a good grasp of the technologies and the complexity of managing them in a dynamic media environment. ■

# Live webcasts prove hugely successful lead gen offering at IDG Poland

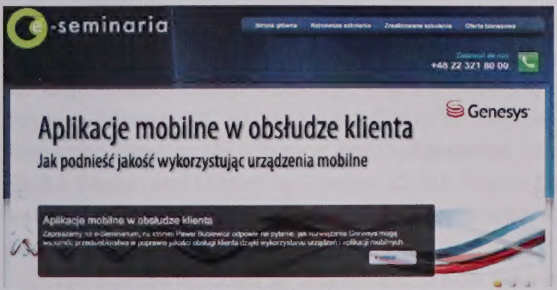
When it comes to lead gen, IDG Poland relies on all the usual suspects — white papers, telemarketing, surveys, and events — but by far and away its most popular, and profitable, lead gen activity is webcasts (e-Seminaria). Launched in 2010, the e-seminars now account for approximately 50% of the company's lead generation revenue, with an average of five to eight programs created each month on behalf of clients that include IBM, Microsoft, Asseco, Intel and McAfee, to name just a few.

*The team behind IDG Poland's successful webcast program includes (l-r): **Paweł Choinski**, IDG TV manager; **Piotr Choinski**, IDG TV specialist; **Jakub Kuchnio**, lead generation programs manager; and **Marcin Kitlas**, lead campaign specialist.*

"E-Seminaria is definitely our most popular lead gen product," said **Jakub Kuchnio**, lead generation programs manager, who heads up the lead generation team.

"We offer e-Seminaria as a turnkey product," said **Paweł Choiński**, IDG TV manager. "IDG is responsible for developing, recording and delivering the webcasts. The only thing we need from our client is a short description of the webinar agenda. Occasionally clients will also supply us with images and logos they would like included in the webinar."

Kuchnio said most webcasts go live one month from the date they are purchased. After a webcast is sold, his team creates a landing page for it with a link for registration and begins marketing the event using ads on IDG Poland's websites, email blasts and telemarketing. Meanwhile, the two video specialists on the team meet with the client to discuss technical aspects of the webcast. The webcasts are filmed in IDG Poland's studio, which was built last year when the company moved to its new office.



Aplikacje mobilne w obsłudze klienta

Jak podnieść jakość wykorzystując urządzenia mobilne

Aplikacje mobilne w obsłudze klienta

***Genesys' webcast on Mobile Applications in Call Center Departments was among the most popular this year.***

The standard e-seminar package includes a guarantee of 100 leads, though Kuchnio said on occasion clients can contract for more. Most webcasts, which are delivered live but recorded for later viewing on demand, have a minimum of 60 viewers, though the audience is often much larger. In March, for example, the team's 11 webcasts averaged 391 registrations and 234 attendees, Kuchnio said.

> The e-seminars now account for approximately 50% of the company's lead generation revenue, with an average of five to eight programs created each month.

Choiński said webcasts typically run between 60 and 120 minutes, though his group recommends 90 minutes for maximum impact.

Client support for this lead acquisition program is strong with some companies running up to 10 webcasts a year, Kuchnio said. Some of the more popular recent webcasts include:

- IBM's InfoSphere Optim Test Data Management
- Genesys' Mobile Applications in Call Center Departments
- Microsoft's Cloud Technology in Public Administration
- IBM's Power8 Premiere

For more information, contact Jakub Kuchinio. ■

# Inaugural West Africa CIO Summit brings IDC insights to fast-growing market

More than 75 IT decision makers from enterprises across Nigeria and Ghana attended IDC's first West Africa CIO Summit on May 13 in Lagos, Nigeria.

The event represented the largest gathering of CIOs, IT thought leaders and vendors in West Africa, with more than a dozen partners lending support, led by Microsoft and EMC (in partnership with Resourcery) at the Summit level; HP, Huawei and MTN Business at the Platinum level.

*IDC West Africa Country Manager* ***Bola Adisa*** *joined the company in December 2013.*

"Our extensive research shows the region's technology leaders are primarily concerned with driving innovation through IT, managing growing expectations from users and measuring the ROI of their IT initiatives," said IDC West Africa Country Manager **Bola Adisa**. "The coming years will be a fascinating period for the development of West Africa's IT and communications markets. While some organizations are still building their infrastructures, others are surging forward, implanting cutting-edge technologies that disrupt traditional business and work models while creating opportunities in lines of business and in the optimization of workflow."

Adisa said that West Africa is one of the world's fastest-growing IT and communications markets. GDP growth in Nigeria is approximately 7% year-on-year with ICT spending growth rate of 6% year-on-year, making Nigeria and West Africa as a whole an attractive technology region in 2014 and beyond.

The summit was held under the patronage of the commissioner for the Ministry of Science and Technology for Lagos State, Adebiyi Mabadeje, who delivered the keynote address. IDC speakers were Group VP, Regional Managing Director, MEA Region **Jyoti Lalchandani**; SVP, EMEA Region and Managing Director, CEMA Region **Steven Frantzen**; and Program Director, Industry Solutions, Middle East & Africa **Mark Walker**.

The agenda included an assessment of how the era of big data, mobile, cloud and social media will impact the transformation of the West African IT landscape and a mix of presentations and panel discussions on topics such as datacenter strategies, CIO best practices and ICT predictions for the region.

***More than 75 IT decision makers from Nigeria and Ghana were on hand for the first West Africa CIO Summit.***

Upcoming events in the CIO Summit series will be the East Africa CIO Summit June 17 in Nairobi, Kenya, and the Saudi Arabia CIO Summit Sept. 9-10 in Riyadh.

Write to IDC MEA Marketing Manager Anulekha Shetty. ■

## Two regions launch advisory councils

IDC will hold seven CIO Summit events in the Middle East and Africa in 2014, as well as in other locations around the world. In April, summits in Turkey and in Morocco each welcomed more than 100 IT decision makers. The latter event, branded the IDC Francophone Summit, drew attendees from French-speaking countries in North Africa.

Both events also served as the launch of a local IDC Technology Advisory Council (TAC). The TAC is a board composed of widely respected IT leaders from influential companies who will:

- Provide guidance and direction to IDC's research and practices coverage in the region. The council will meet quarterly, with IDC facilitating the meetings.
- Provide input on IDC's C-level summit program agendas to ensure relevance.
- Serve as mentors for IDC's planned CIO Circle, a regional community for CIOs, IT leaders and technology decision makers to network, exchange ideas, discuss technologies and trends and share best practices.

The first TAC was created for the Gulf Region and debuted at the CIO Summit in Dubai earlier this year.

# noteworthypeople

## Promotions

*Larson*

**IDG TechNetwork** Digital Media Coordinator **Kirsa Larson** has been promoted to digital media strategist. "Kirsa started with IDG TechNetwork almost a year ago, immediately hitting the ground running as soon as she started," said Miriam Kalaev, director, Digital Media. "She has developed superb analytical and campaign management skills, helping drive campaign renewals and delivering record breaking revenue months for the international team. Her organizational skills continue to amaze me as she juggles 50-plus campaigns a month with perfectionism and efficiency." kirsa_larson@idgtechnet.com

DOMINIK TOMASZEWSKI
*Allsopp*

**IDG U.K.** Staff Writer **Ashleigh Allsopp** has been promoted to senior staff writer for Macworld U.K. and PC Advisor. "Ashleigh has great attitude and energy and an excellent writing style," said IDG U.K. Editor-in-chief Matt Egan. "She's played a huge part in the growth of Macworld and Digital Arts, and she did a brilliant job covering Mobile World Congress earlier in the year. Ashleigh will be continuing her great writing work and widening her product base into Android and Windows products. She will also have more of an insight into, and influence over, content strategy and product development." ashleigh_allsopp@idg.co.uk

DOMINIK TOMASZEWSKI
*Brewis*

**Marie Brewis**, **IDG U.K.** managing editor, is now group managing editor, responsible for online, print and digital production. "Marie has done a brilliant job rationalizing print and digital production as we continue our online-first focus," Egan said. "She's a continual source of great ideas, creating Android Advisor almost single handedly. Marie is always trying to catalyze change for the better, and she's utterly professional and dedicated. In addition to her digital and print role she will manage the running order for PC Advisor online, develop content opportunities, lead on SEO, monitor analytics and write her usual brand of superb technical copy." marie_brewis@idg.co.uk

DOMINIK TOMASZEWSKI
*Martin*

**IDG U.K.** Senior Staff Writer **Chris Martin** has been promoted to consumer tech editor. "Chris is an excellent journalist with great product knowledge, contacts and attitude. He is passionate about being first, best and right and has great ideas and a good instinct for what is important and what will work," Egan said. "Chris will be responsible for our coverage of smartphones, tablets, wearables and whatever else comes along. He will be taking a more senior role in content strategy and product development and have oversight into the editorial aspects of video production. He also has the best beard at IDG — worldwide." chris_martin@idg.co.uk

## New employees

*Harty*

**Brian Harty** joins the **CIO Executive Council** as an account director; he was previously a business development manager with Stericycle, Inc. He holds a B.S. in human resources from Plymouth (N.H.) State University and enjoys snowmobiling, fishing and boating. bharty@cio.com

**Computerworld U.K.**'s new senior reporter is **Charlotte Jee**. She was previously assistant editor with the online magazine Government Computing. She studied politics and East European studies at University College London and received an M.A. in political journalism from City University. In her free time she enjoys cooking ("and eating"), travel, rock music and playing poker and recently bought a house, which she "furnished from scratch." charlotte_jee@idg.co.uk

*Jee*

**IDG TechNetwork**'s new director of business development is **Anthony Polcino**. He was previously director of digital operations at Time Out North America and before that director of operations at Ziff Davis. He earned a B.A. in political science and economics from New York's Fordham University. A "self-proclaimed geek, huge Star Wars fan and video gamer," he was named to Folio Magazine's Top 15 Under 30 list in 2013. anthony_polcino@idgtechnet.com

*Polcino*

## In memoriam

**Romina Adduci**, telecommunications program director for IDC Latin America, died May 17 after a yearlong battle with cancer.

She joined IDC Argentina in 2005 as director of Telecommunications Research and over the years become a critical part of the regional management team and the global IDC family, said Group VP/Latin America **Ricardo Villate**.

*Adduci*

"Romina was quick to show a bright analytical mind and strong opinion, exemplifying IDC's values," he said. "She built a tight and enthusiastic telecommunications team, always looking after them in a very personal way. Romina also had a special passion for her work and enjoyed spreading the news about market trends to wider and wider audiences. She launched many research programs and engaged in numerous projects. In all, she spread her vitality to colleagues and customers. We will remember her leadership, and her irreplaceable character will be a guide to us as we continue to expand our telecoms practice in Latin America."

Romina leaves two sons, ages 8 and 10. IDC is establishing an account to receive donations for their future education; details will be forthcoming.

Condolences may be sent to ourfriendromina@idclatin.com and will be shared with her family.

## Transfers

*Mroczek*

After three years at **IDG Poland**, most recently as digital marketing manager and editor-in-chief of InternetStandard, **Konrad Mroczek** has joined **IDC Poland** as conference project manager/digital marketing manager. He received his bachelor's in management and business administration and master's degree in marketing and management from Warsaw University of Economics. In his free time he enjoys snowboarding, motorbiking and reading. kmroczek@idc.com

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**29**
***Walter Kainz*** *IDG Germany*

**27**
***Susanne Kratoschka*** *IDG Germany*

**24**
***Mandy Tse-Wong*** *IDG*

**19**
***Caryn Bousquet*** *IDC*

**18**
***Julie Ross*** *IDC Canada*
***Jim Westcott*** *IDC Canada*

**17**
***Toby Hurlstone*** *International Controller's Office*
***Gabriele Dineiger*** *IDG Germany*
***Wafa Moussavi-Amin*** *IDC Germany*

**16**
***Joyce Chutchian-Ferranti*** *IDG Communications*

**15**
***Shunsuke Murahashi*** *IDC Japan*
***Karen Funk*** *IDG Germany*
***Verena Ottmann*** *IDG Germany*
***Danielle Cyr*** *CIO Executive Council*

**14**
***Panagiotis Kolokythas*** *IDG Germany*
***Chris Barnard*** *IDC Netherlands*
***Fernando Maldonado*** *IDC Spain*
***Maurizio Vaglietti*** *IDC Italy*

**13**
***Horst Ellermann*** *IDG Germany*

**12**
***Sascha Zäch*** *IDG Switzerland*
***Sascha Mutschler*** *IDG Germany*
***Jan Larsen*** *IDC Denmark*

**11**
***Ruthbea Clarke*** *IDC*
***Maureen Magee*** *IDC*
***Björn Olsberg*** *IDG Sweden*
***Bo Nordlin*** *IDG Sweden*

**10**
***Anne Campbell*** *IDG U.K.*
***Alexander Alexandrov*** *IDC Russia*

**9**
***Elzbieta Kurtyka*** *IDG Poland*
***Karen van Velzen*** *IDG Netherlands*
***Cristina Pasla*** *IDC Romania*

**8**
***Victor Chong*** *IDG U.K.*

**7**
***Rene Schmöl*** *IDG Germany*
***Jennifer Finn*** *CIO Executive Council*
***Eliza Chue*** *IDG Strategic Marketing Services*
***Marcin Klessa*** *IDC Poland*

**6**
***Barbara Mooser*** *IDG Switzerland*
***Alexandra Gorski*** *IDG Germany*
***Brian Cheon*** *IDG Korea*
***Rogier Warnink*** *IDG Netherlands*
***Marc DeCastro*** *IDC*
***Mohamed Hefny*** *IDC Czech Republic*
***Marta Munoz*** *IDC Spain*

**5**
***Jutta Eckebrecht*** *IDG Germany*

**4**
***Jakob Janzen*** *IDC Denmark*
***Jan Petruj*** *IDC Czech Republic*

**3**
***Burhan Dzeladini*** *IDG Germany*
***Lauren Wakefield*** *IDG Consumer & SMB*
***Lissa Piscopo*** *IDG Enterprise*
***Paul Black*** *IDC United Arab Emirates*
***Almotaz Salameh*** *IDC United Arab Emirates*

**2**
***Christiane Stagge*** *IDG Germany*
***Julia Gleißner*** *IDG Germany*
***Jay Long*** *IDG World Expo*
***Bo Liu*** *IDC*

**1**
***Rachel Moore*** *IDG U.K.*
***Delphine Carnet*** *IDC U.K.*
***Simon Gröflin*** *IDG Switzerland*
***Anja Thönes*** *IDG Germany*
***Sebastian Veit*** *IDG Germany*
***Esther Wijker*** *IDG Netherlands*
***Mollie Moran*** *IDG Enterprise*
***Jason Allard*** *IDC*
***Yesim Arac*** *IDC Turkey*

## Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form.

If you don't recall your current password, click on the Forgot Password link on the same landing page.

# IDC China celebrates IDC's 50th anniversary with client party

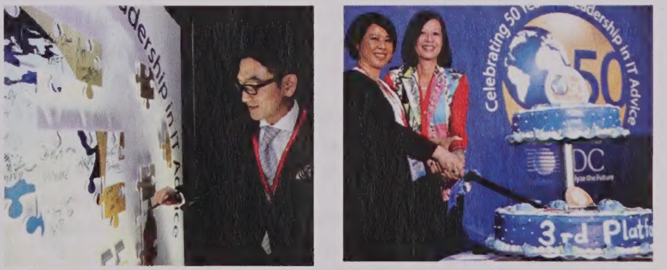
IDC China followed up the momentum of its succesful Directions conference on May 20 with an evening reception for 50 VIP clients to recognize IDC's 50th anniversary.

It was the first time IDC China hosted a post-Directions gathering. In addition to enjoying fine wine, appetizers and a 3rd Platform-themed birthday cake (a nod to the current era of computing dominated by big data, mobile, social media and cloud computing), guests had a chance to network with their peers from 30 top-tier ICT companies.

The event was so well received it may become the first in a series. "Our goal is to create far-reaching influence in the China ICT market by leveraging IDC Directions and cocktails!" said IDC China Managing Director **Kitty Fok**.

The interactive centerpiece of the event was a jigsaw puzzle of IDC's 50th anniversary logo. Each guest received a large puzzle piece after registration, and during the evening they signed their piece and affixed it to the backdrop. IDC photographed and videotaped each person, who made a short toast to IDC's future. The video will be used as a marketing asset and promotion for future events.

IDC China staff have not yet decided what to do with the puzzle now that the event is over; they may return the pieces to guests as mementos. Any IDC office interested in replicating the event should contact IDC China Senior Marketing Manager Jessica Qiao.


Leadership in IT Advice
Celebrating 50 Years of Leadership in IT Advice
50
IDC
3rd Platf

*(Clockwise from top, left): A client signs his puzzle piece and adds it to the anniversary logo board; IDC China Managing Director* ***Kitty Fok*** *and IDC Asia/Pacific Managing Director* ***Eva Au*** *cut the cake and display the completed puzzle.*

Celebrating 50 Years of Leadersh
1964 - 201
IDC
Analyze the F

# celebrating10

## Coby Smith

*Sales Manager, Industry Accounts East*

*IDC*

**Home**
Kennebunkport, Maine

**Career path**
I started at IDC in April 2004 as an analyst account manager in the Global Inquiry & Access Team in a client service role. After about a year, I joined an Industry Sales group that managed a few of the major accounts that I had already built relationships with while in the Access group. I have worked on the Industry Sales team since then.

**Current title**
Sales manager, Industry Accounts East. I act as a global account manager for a couple of the team's largest accounts at IDC as a key face to the client, building relationships and striving to gain additional business and revenue for IDC. I work with our research analysts, consulting partners, marketing and global business development colleagues to maximize the value our clients receive from their purchases with IDC.

**What's kept you at IDG for 10 years?**
The way the company embraces work/life balance, genuinely understanding that its employees have complicated personal lives. I appreciate the intelligence and passion for their field of study that many of our research analysts display on a daily basis. I feel rewarded by playing a small part in helping my clients understand new areas of growth. I also truly enjoy working with my global colleagues who have vastly different political, cultural and economic challenges than we do in the U.S.

**Best compliment you've received on your work?**
From a client, "Thank you for following up when you said you would. I am amazed how many people don't do that."

**Interests outside the office**
Cooking, running, biking or simply walking in the forest or beach with my wife, son and dogs.

**Accomplishment of which you're proud?**
Caught a 65-inch dorado (mahi-mahi) off the coast of Cabo San Lucas, Mexico, after a 45-minute fight. When I finally brought it in, the celebratory beer was the best I ever tasted.

**What ability do you wish you had?**
The ability to play a musical instrument.

**Fantasy job**
National Geographic Traveler photographer.

IDC
nalyze the Future
10

LAUREN YANUSKIEWICZ

***Coby Smith** recently reached his 10-year anniversary with IDC.*

**Most prized possession**
Other than my family my three dogs: Tryffin, Olive and Arthur. They keep me young and are always thrilled to see me.

**Favorite gadget**
iPod. Music is key to my life, and I can't imagine not having an iPod to access it on demand.

**Favorite vacation spot?**
Southwest Harbor, Mount Desert Island, Maine. The town is perched on a true working Maine harbor overlooking a gorgeous backdrop of Acadia National Park foothills. Despite the beauty, amazing sunsets and gorgeous sailboats its local people maintain their friendly, down-to-earth attitudes and shared love of the outdoors.

**Manager's profile**
Coby is a very successful, independent and motivated sales individual who consistently achieves his annual sales goal. Most importantly, he has earned the respect of his demanding clients and the IDC analyst community at large. During the last IDC sales year Coby was one of the top IDC sales performers. He currently looks after two of IDC largest vendor accounts — EMC and SAP — and is responsible for over $10,000,000 of bookings for IDC. Coby has a long and successful IDC sales career still ahead of him!

*— Michael Deutsch, SVP, Industry Majors*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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# IDG World Update

EMPLOYEE NEWS AND INFORMATION

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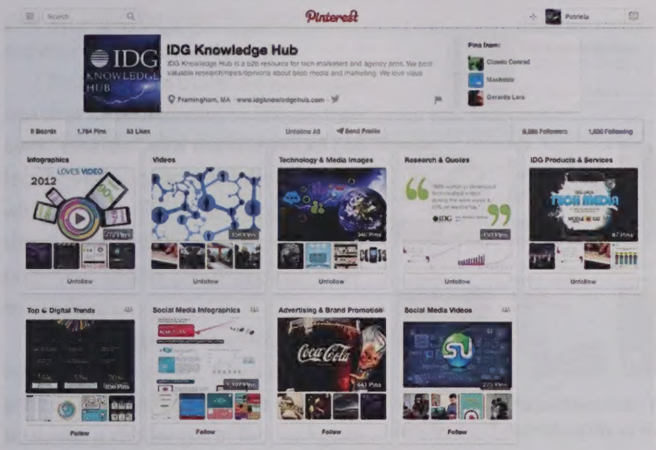
ONE ON ONE - *page 3* | PROFILES - *pages 4-5* | ANNIVERSARIES - *page 6* | UNSUNG HERO - *page 7*


Pinterest
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Social Media Videos
Unfollow
Follow

## IDG Knowledge Hub gains exposure through Pinterest

*Activity on the Pinterest profile page has increased in the past two years.*

**SEE MORE ON PAGE 2**

## Also inside

One on one: IDG Consumer & SMB President Bob Melk

On the job: Manager, Programmatic/Digital Platforms

Dutch editor helps translate Augustine's Latin texts

IDC
IDG
Happy 25th Anniversary Judy

*IDC Receptionist Judy Bonasoro celebrates a quarter-century milestone thanks to some spirited coworkers.*

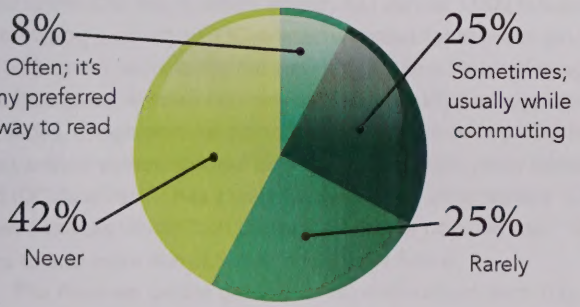
**SEE MORE ON PAGE 6**

*Unsung Hero: IDG Germany Lead Event Manager Carolin Schmid is this week's nominee.*

**SEE MORE ON PAGE 7**

## Question of the week results

How often do you listen to digital audiobooks?

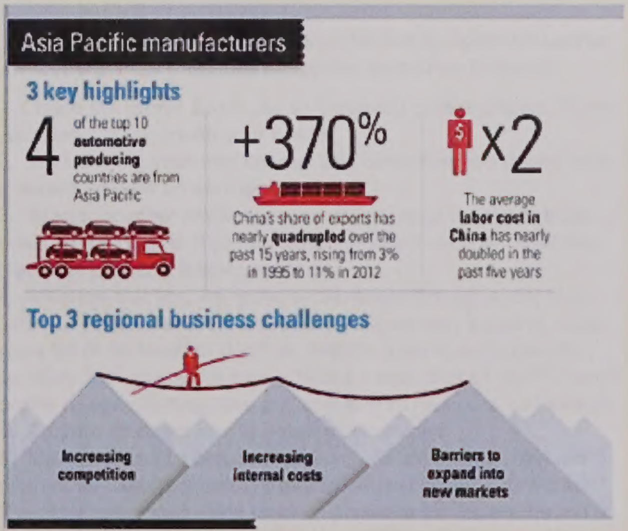


**Log on to www.idgcentral.com to vote on this week's question:**

Should the Internet have fee-based "fast lanes"?

CLICK HERE

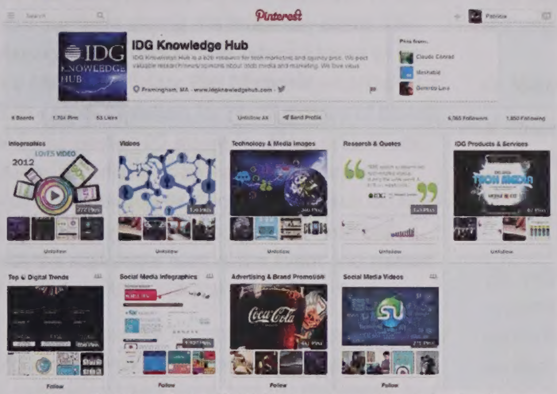
## Infographics at work


Asia Pacific manufacturers
3 key highlights
4 of the top 10 automotive producing countries are from Asia Pacific
+370%
China's share of exports has nearly quadrupled over the past 15 years, rising from 3% in 1995 to 11% in 2012
x2
The average labor cost in China has nearly doubled in the past five years
Top 3 regional business challenges
Increasing competition
Increasing internal costs
Barriers to expand into new markets

*This infographic is one of many produced by IDC Asia/Pacific and is available on an infographics site promoted by IDG Knowledge Hub.*

# IDG Knowledge Hub gains exposure through Pinterest

Two years after IDG Knowledge Hub — IDG's news and information resource for IT marketers — established a presence on Pinterest, activity on its profile page has grown steadily. While IDG.com and Twitter have been the primary traffic drivers for Knowledge Hub, the more than 10,000 followers of its Pinterest profile page and related boards play an important role in getting exposure for Knowledge Hub.



*Activity on IDG Knowledge Hub's Pinterest page has helped gain exposure for the IT marketing site as well as IDG and IDC content.*

Pinterest is a bulletin-board-style site that enables users to create their own "boards" and share themed collections of photos and other images, which usually link to the originating site. Other Pinterest users can like, comment and re-pin photos on their own boards.

Knowledge Hub's content is mainly text — blogs, news releases, articles, research and white papers — so it was a challenge at first to figure out what would be most effective on a visually oriented site like Pinterest, said IDG Global Solutions Digital Design Marketing Specialist **Lauren Kirchberger** who has managed Knowledge Hub's Pinterest profile page from the beginning. "We have had to think outside the box and create graphics that are appealing and relevant to our content that will draw people in and encourage them to click and learn more."

She started with four boards — Infographics, Technology and Media Images, Videos, and Research and Quotes — and earlier this year added IDG Products and Services as way to promote IDG brands, research, videos and other products. Kirchberger adds to the IDG board, which already has almost 1,000 followers, by browsing a variety of IDG-related websites for items to pin. "IDG Connect consistently has new blogs with a featured image. IDG Enterprise releases new research that usually has supporting slides, infographics or attractive white paper covers. IDC has short analyst videos, colorful charts or graphs from press releases, and IDC Asia/Pacific has a website devoted to infographics. IDG News Service's World Tech Update videos are popular, too." She aims to add more non-U.S. IDG sites in the future.

The Pinterest profile gets about 50 notifications each day, which includes new followers and people who have liked or re-pinned images. Infographics are by far the most popular content. One infographic Kirchberger created for IDG Research Service's recent study on millennials has been pinned more than 100 times.

Kirchberger said that while infographics are the most commonly pinned, the content that drives the most traffic back to Knowledge Hub are "intriguing white paper covers and generic images with enticing captions like '21 Unbelievable B2B Content Marketing Statistics'."

Pinterest drives an average of 30 to 40 visits to Knowledge Hub each month. Those who come to Knowledge Hub from Pinterest view an average of 2.5 pages and stay on the site for about five minutes. In contrast, a monthly international newsletter promoting Knowledge Hub brings 80 to 100 visitors to Knowledge Hub each month, and visitors spend roughly six minutes on the site.

Knowledge Hub's Pinterest profile page also includes four community boards — Social Media Videos, Social Media Infographics, Advertising and Branding Promotion, and Top Technology Trends. Kirchberger added these after the owners of those boards sent her an invitation; accepting the invitation gives her the ability to pin to that board. Although the images on those boards are pinned by people outside of IDG and don't drive traffic back to IDG, they serve as source of content for Knowledge Hub and its other social networking channels, she said.

Write to Lauren Kirchberger. ■

## Pinterest tips for beginners

IDG Global Solutions Digital Design Marketing Specialist **Lauren Kirchberger** has these tips for getting started on Pinterest:

1. Create the profile page: use an intriguing profile graphic, fill out your description, create your boards.
2. Start pinning your own content and other people's so you have a decent amount on each board.
3. Search for other profiles you can follow; type in keywords relevant to your brand. If you follow a significant number of people, some will probably follow you back.
4. Advertise that you are active on Pinterest through social channels. On Twitter, send out a tweet about your new board or tweet out a bit of information that links back to a pin about a specific product, such as a white paper. Take a screen shot of your Pinterest profile or eye-catching pins and post that to Facebook or LinkedIn.
5. Add the Pinterest icon to your website/blogs.
6. Make the time to browse Pinterest, post comments, like and repin other users' content in order to create exposure for yourself. The more you engage and create a presence for yourself/brand on this platform, the more likely people will follow you, click on your pins and therefore increase traffic to your site or content.

# OneonOne

## Bob Melk

*IDG Consumer & SMB*

***The president of IDG Consumer & SMB is this week's columnist. Reach him at bmelk@idgcsmb.com.***

> "Increasing client engagement is key to our business moving forward. We're arming our sales team with a terrific portfolio of market data and program strategy to ensure they over-deliver on clients' expectations for each meeting we lock in."

**Q IDG's consumer brands have never ventured into the events arena (other than having a presence at Macworld, CES, etc.). What are the challenges associated with consumer-focused events, and might this be an area you get into at some point?**

A The Macworld/iWorld event is a significant joint venture that we're proud of. Macworld's presence at the MacworldLIVE stage at Macworld/iWorld this year went wonderfully with great contributions from our team during the three-day event. The Macworld team posted 16 videos (thanks to Online Managing Editor **Phil Michaels** and Assistant Editor **Leah Yamshon** for hosting many of those) and also posted 20 stories for Macworld/iWorld. Macworld editors appeared on or hosted four Main Stage events and hosted 12 panels on MacworldLIVE stage. We also had great interaction with the scavenger hunt at the event and gained 226 new digital magazine subscriptions.

Looking ahead, we're exploring all possibilities for product extensions and/or launches, and events is definitely an area we're actively discussing, but no scoops on that for you today. The challenges tied to launching any event include a crowded marketplace (lots of competition), resources (talent and best practices), and in the consumer space I'd say the ability to scale is a significant factor. IDG has a terrific legacy of success with events, and I'm confident that there will be more launches in our future.

**Q You made the transition from the enterprise side of IDG to the consumer side last November. How are the challenges facing each similar/different?**

A Both the media and the tech sector are going through significant disruption. We are all focused on that, and in an increasingly digital world the value of collaborating on many of those initiatives is great. There are many strengths within both business units that are consistent, starting and ending with the people. It's cliché but true: IDG's people stand out both individually and as a team. That's true for Enterprise and emphatically true here at Consumer & SMB. With the centralization of some of our service organizations within IDG Communications, we've also accelerated our capabilities and improved our best practices by bringing teams together in very smart ways. I'm thrilled that CSMB is benefiting from the services that our centralized Strategic Marketing Services and Digital Solutions Group (DSG) teams now offer both groups.

The biggest differences lie in the dynamics of the specific markets we serve. At CSMB we primarily serve consumers and small/medium business professionals. We are not delivering an IT audience, we're delivering consumers who are early adopters of technology and business decision makers seeking out technology that will create competitive differentiation for their organizations. This creates opportunities and challenges that are not unique to CSMB but perhaps more urgent.

**Q What are your priorities for CSMB?**

A The team has already accomplished so much to celebrate. These include the launch of Greenbot, an outstanding new approach for TechHive, and a refresh of our brands positioning for the sales organization. Everyone is focused and delivering results. We're certainly looking at new brand opportunities, and I believe in the consumer tech sector there are a number of opportunities worth exploring. As revenue opportunities move beyond premium brand and audience buying, we're exploring new partnerships and services and testing many potential partners with a variety of success. On the sales side, we have much work to do and the right team to get it done. We're focused on lead generation, marketing services and, of course, video and mobile program development.

**Q What is your video strategy at CSMB, and how are you working to monetize video?**

A Our approach to monetizing video is multifaceted. First and foremost, we need to continue to develop more video inventory — that includes getting video on more pages (article crawls and players) and creating more video and video series. We curently have six series running (App Invasion, Tech for Life, Rapid Review, Clockwise, Tech Tip and Macworld Video Tip) and we're about to launch a new one in the Wearblog beat. Even better is that DSG recently completed a video series player so we can start hosting these in a format that lets our readers enjoy multiple episodes. This also give sales the opportunity to sell premium sponsorships that associate a vendor with a topic in sync with their campaign messaging. Monetization will require a mix of premium and programmatic options in order to maximize the value of our inventory. We're developing program sponsorship opportunities that will give partners the opportunity to dominate a category

*continued on page 6*

*Job spotlight*

# On the job: Manager, Programmatic/Digital Platforms

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name** Marisa Preston

**Title** Manager, Programmatic/Digital Platforms, IDG TechNetwork

**What my job involves** The programmatic unit at TechNet brokers online advertising between publishers (supply) and advertisers (demand) in real time through different technologies. I work with publishers and vendors to facilitate the exchange of this information. I provide strategy and support to our internal teams and help support our programmatic business by executing deals set up in IDG's private exchange, while operating the setup and monetization of our open exchange. Our private exchange houses the inventory we represent, and select advertisers are able to purchase that inventory at higher rates for a first look at any time. Our open exchange also houses inventory we represent, which serves in a real-time auction between thousands of buyers, where the highest CPM bid wins. The open exchange is a way to monetize unsold inventory across publishers. I also manage most of the ad-serving platforms used by IDG, from troubleshooting technical problems to creating and managing our network setup and account management.

**Services I deliver and who my customers are** I deliver support to our internal business groups: publisher development, programmatic and ad operations. I manage platform and product enhancements for all the teams so they can execute business to the fullest. I also deliver operational support in the IDG private and public exchanges to make sure our inventory is available for purchasing and the monetization of private deals is transacting, making sure impressions are being purchased correctly in real time by working with the buyers and Google. Externally, I support our network publishers and manage vendor relationships.

**Key skills required** Project management, customer service, technical troubleshooting skills and time management.

**Best part of my job** The people and growth opportunity. IDG has a unique group of people who make coming to work enjoyable and fun. Because the people at TechNet are so innovative and well-versed in digital media, there is always an opportunity to learn more and expand your experience in a new area.

**Most challenging part of my job** Because I am the point person for many initiatives around our programmatic strategy and platform management, I often can get pulled in different directions and into future projects. I find it helpful to lay out my day-to-day deliverables every morning to make sure everything is buttoned up before the craziness of the day begins.

**How I got involved in this career** I moved to New York City after college with a degree in communications and no job. Within my first month here, I landed a job in digital media. I find the industry challenging, forward-moving and fast-paced, which suits me. I especially like the exploratory, innovative part of digital in which every day brings a new challenge. At TechNetwork we are always finding ways to improve and lead the market into new areas.

***Marisa Preston*** *joined IDG TechNetwork in December 2012.*

**Recent accomplishment** Within my first year at IDG, I led the migration to XFP (our internal ad server) for three IDG business units (TechNet, IDG Consumer & SMB and IDG Enterprise). When that project was completed, it was a huge relief and a proud moment to be able to train other units on the best use of the platform. More recently, I've helped design training sessions around the programmatic business to help educate TechNetwork colleagues on this shift and focus in the industry, as well as constantly educate myself.

**What colleagues would be surprised to learn about me** I tend to snort when I laugh. I love to travel and am excited about a trip to Spain this summer. ■

*Offsite*

# IDG Netherlands editor helps translate Augustine's Latin texts into Dutch

Although he professes not to be a religious man, **Sander van der Meijs** is doing St. Augustine's work. The IDG Netherlands editor-in-chief, Business Media has spent the last 20 years translating the Latin of Augustine (354-430), into what he calls "living" Dutch.

"I got involved when I graduated from university," van der Meijs said. "It seemed like a good way to get some experience in editing. I liked it so much I kept on doing it, and I hope to keep doing it."

The translation work is coordinated and paid for by the Netherlands' Augustine Institute, which is financed by the Dutch Order of Augustine.

Van der Meijs said he has been translating Augustine's writings chiefly with a priest, Leo Wenneker, who is nearly 80. "He knows Latin, of which I have no knowledge other than sayings like 'carpe diem.' We've worked on three books and just finished the most recent, *The Making of the World*, on Augustine's writings about the first part of the Book of Genesis, which took us more than three years to translate." Van der Meijs said in that book Augustine reflects on the first part of Genesis, up until Adam and Eve were expelled from Paradise. Augustine provides answers for the people of his time who did not accept the Old Testament as the word of God and ridiculed it.

Prior to finishing that book, van der Meijs, Father Leo and a former classmate of Leo's, Ton Hertogh, spent 12 years working on what would become *Four Evangelists, One Gospel* in which Augustine argues the four Gospel writers never contradict each other. "Many people thought otherwise because the four seem to contradict each other on several points," van der Meijs said.

**Searching for sparkle**

Van der Miejs said he considers living Dutch more than just modern Dutch. "You can translate a Latin text into modern Dutch, and it still can be absolutely unreadable," he said. "I want it to sparkle, I want people to actually enjoy reading such an old text. And that is the real challenge, because Latin is a very different language from Dutch. Augustine's Latin has no commas, full stops or line breaks. To make that readable in a modern language is a challenge I really love."

Father Leo makes a first pass at translating a passage into Dutch. "However, he puts in every possible translation of every word, so it's very far from readable," van der Meijs said. "I choose from the different possibilities and do a lot of interpreting to make the text readable." Then he and Leo go over the text line by line to clarify every detail. "When we identify a piece of text we're not comfortable with, Leo translates it word for word from Latin into Dutch. Often it then dawns on me what the meaning must be, but many times we're still absolutely in the dark about what Augustine wants to say. To translate such a passage into Dutch and make it readable, understandable and even enjoyable in Dutch is great fun."

Van der Meijs said that "Leo, despite his age, wants to keep translating, so we've started our next book, another commentary on Genesis that's longer than the last one. "We hope to finish it in about six to ten years."

*IDG Netherlands Editor-in-chief, Business Media* ***Sander van der Meijs*** *(center) worked on translating Augustine into "living" Dutch with Leo Wenneker (right) and Ton Hertogh, shown here at the Augustine Institute in Eindhoven, the Netherlands, when their book* Four Evangelists, One Gospel *was published.*

Because he is not a religious man, "many people find it strange that I'm involved in translating of the works of an old Christian church father. But there's nothing strange about it to me. People who translate the Greek myths do not believe in Zeus or Athena, and nobody questions them. Augustine lived in a very interesting time, on the pivot between the old gods and Christianity. I enjoy seeing how a very intelligent man like Augustine copes with that."

With the most recent book's publication, "my IDG colleagues can read what I do when I tell them I am going to 'work for God'," van der Meijs laughed.

Write to Sander van der Meijs. ■

# noteworthypeople

## Promotions

Rolon

**IDG TechNetwork** Digital Media Specialist **Christina Rolon** has been promoted to associate marketing manager. "Christina has been an incredible force on the operations team," said Digital Media Director **Miriam Kalaev**. "Her hard work, positive attitude and dedication have been felt across all teams. She has done an amazing job managing multiple sales territories with ease and accuracy, consistently producing solid results. She has been an incredible teammate and will be greatly missed on the digital media team, but we are excited to see her talents put to great use as part of the marketing team." christina_rolon@idgtechnet.com

## New employees

New at **IDG TechNetwork** in New York City is Digital Sales Manager **Vanessa Vincent**. Previously an account manager with Digital Trends, she holds a B.S. in economics from Duke University in Durham, N.C. vanessa_vincent@idgtechnet.com

Clifford-Jones

**IDG U.K.** has hired **Helen Clifford-Jones** as head of audience services. She was previously managing director of Maxifier Optimisation, a global optimization and analytics company, and has a degree in fine art and textile design from the U.K.'s University of Hertfordshire. A mother of four, she spends her free time "running around, swimming, bowling and going to parks." helen_clifford-jones@idg.co.uk

## One on one

*continued from page 3*

of interest and tie that into larger marketing programs.

**Q What is your team doing to get closer to clients?**

A Increasing client engagement is key to our business moving forward. CSMB has an outstanding team of sales people and a new VP of Sales, **Neil Dhanowa**, who has quickly established very clear goals tied to client engagement. We're arming our team with a terrific portfolio of market data and program strategy to ensure they over-deliver on clients' expectations for each meeting we lock in.

**Q What keeps you up at night?**

A Wondering what **Mike Friedenberg** is going to do next! Seriously, though, it's simply that we have a wealth of opportunity and that we can't move fast enough. Now, in reality, I believe we're moving faster and smarter than most companies, but we should never be satisfied with the status quo.

**Q Are you a Mac guy or a PC guy? What about Android?**

A I can honestly say that I'm both. I have an iPhone and a Samsung tablet, and I love my ThinkPad (yes, I said it, I love my PC). They all play a role in my work as I'm constantly looking at our sites and apps on various platforms and through various browsers, but I'd be using them anyway. ■

## anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**27**
***Michael Deutsch*** *IDC*

**24**
***Adele Lee*** *IDC*

**20**
***Jim Sullivan*** *IDG International Publishing Services*

**17**
***Matthew Bennett*** *IDG U.K.*

**15**
***Jonathan Guloyan*** *IDC*

**14**
***Bill Rigby*** *Digital Solutions Group*
***Thomas Heim*** *IDC*

**13**
***Terese Patterson*** *IDG*
***Leigh Mills*** *IDG*
***Brian Klatt*** *IDC*

**12**
***Rosa Peñalva*** *IDC Canada*

**11**
***Shantini Singh*** *IT World Canada*

**10**
***Norihiko Seki*** *IDC Japan*
***Xiao-Fei Zhang*** *IDC*
***Jed Scaramella*** *IDC*

**8**
***Maureen Fleming*** *IDC*
***Larry Fauscette*** *IDC*

**7**
***Marcos Massao Iuato*** *Now!Digital Business (Brazil)*

**6**
***Rob Rebecchi*** *IDG*
***Marissa Yaar*** *IDG*
***Christina Richmond*** *IDC*

**4**
***Ales Langer*** *IDG Czech Republic*
***Jennifer Mariani*** *IDG Strategic Marketing Services*
***Tammy Yu*** *IDG Strategic Marketing Services*

**3**
***Chris Pinczel*** *IDC Canada*

**2**
***Wagner Alexadre Kojo*** *Now!Digital Business (Brazil)*
***Tom Schmidt*** *IDG Strategic Marketing Services*
***Swati Tol*** *IDC*

**1**
***Duane Thomas*** *IDG U.K.*
***Arden Clapp*** *Digital Solutions Group*
***Mark Hachman*** *IDG Consumer & SMB*
***Nina Turner*** *IDC*

## IDC's Judy Bonasoro celebrates 25 years

IDC
IDG
Happy 25th Anniversary Judy!

PETER SHORT

*On March 21, 1989, **Judy Bonasoro** reported to work as an administrative assistant at IDG Chairman **Pat McGovern**'s office, then located in Framingham, Mass. Twenty-five years later, her colleagues at IDC, where she now works in a similar role, surprised her with a cake, flowers and a big sign marking the occasion.*

# unsunghero

## Carolin Schmid

*Lead Event Manager*

*IDG Germany*

*IDG Germany Associate Publisher and VP, Sales **Sebastian Woerle** named **Carolin Schmid** his team's Unsung Hero. "Carolin joined our event department three years ago and has driven some of our biggest events like the Computerwoche Best in Cloud conference to their current status. She is a true marketing professional with a hands-on mentality and a desire to make our events successful for both attendees and sponsors."*

**Name**

Carolin Schmid

**Home**

Munich, Germany

**Career path**

I joined IDG n July 2011 as an event marketing trainee, became events project manager in 2012 and lead event manager in 2013.

**Primary job responsibilities**

Event project management, including marketing, organization and sponsorship sales support.

**Three things I do in a day's work**

- Communicate with our customers and prospective event attendees.
- Handle current and urgent matters and tasks with team colleagues.
- Talk to our service providers, such as designers, caterers and locations.

**What I love most about my job**

Every day is different, so I don´t really have a daily routine in my job, which means it never gets boring. Also it´s always very exciting to see the results of our work when the events take place. We are in direct touch with our customers and event participants, which means we receive feedback from them immediately.

**A hot-button issue I'm dealing with on the job**

We will soon begin using a new software for our events website. The challenge is making sure all our various requirements will be met — sponsors, agendas and speakers should be presented clearly, and event registration for attendees has to be easily accessible, quick and convenient.

*Lead Event Manager **Carolin Schmid** joined IDG Germany in 2011 as an event marketing trainee.*

**Latest accomplishment**

We had a very successful Best in Cloud gathering in Berlin in May. It´s satisfying to know attendees went away happy and were able to network with people interested in the same topics.

**Career highlight**

I am very much looking forward to the big gala celebration of Computerwoche's 40th birthday, which will take place in Berlin in June.

**What I'm doing to be a better employee**

I try to keep calm in stressful situations, which obviously arise quite regularly in this field, and try adjust quickly to new situations.

**Interests outside the office**

Dancing, reading English novels, meeting with friends, foreign languages.

**What others can't tell just by looking at me**

I participated in a national dance contest with my former hip-hop dance group, and we were voted into the top 10.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 8* | UNSUNG HERO - *page 9*

## IDG U.K. wins Content Team of the Year at British Media Awards

(L-R): ***Simon Jary***, *IDG U.K. Tech Media publishing director;* ***Neil Bennett***, *editor of Digital Arts; and* ***Jim Martin***, *editor of PC Advisor, accept the award from award presenter and BBC news reader Jeremy Vines.*

In its first year since brand unification the IDG U.K. Tech Media Editorial team won Content Team of the Year at the 2014 British Media Awards last week.

The judges praised the team behind PC Advisor, Macworld, Digital Arts and Tech Advisor for its "commercial aptitude and mastery of publishing across different platforms."

The award recognizes innovation and the ability to produce quality content, regardless of the platform.

"This award is truly well deserved," said Tech Media Publishing Director **Simon Jary.** "We beat strong competition from the BBC, Hearst, Dennis and Vice, and it was gratifying to succeed ahead of Future's Tech Radar."

"I've been convinced that we are awesome for a while. Now the world is catching up!" said Tech Media Editor-in-chief **Matt Egan**.

IDG U.K. was also runner up in the Commercial Campaign of the Year category for its HP Business Value Exchange. The judges commended it as "one of the U.K.'s most innovative, best-planned, best executed and most effective campaigns." ■

## Also inside

Employees take advantage of training at Compass, EMMI and Simmons Leadership Conference
One on One: IDG TechNetwork's Scott Harris
IDG Sweden's mentor program builds bonds between IT professionals

*Computerworld's Premier 100, CIO Executive Council's Leadership Event join forces.*

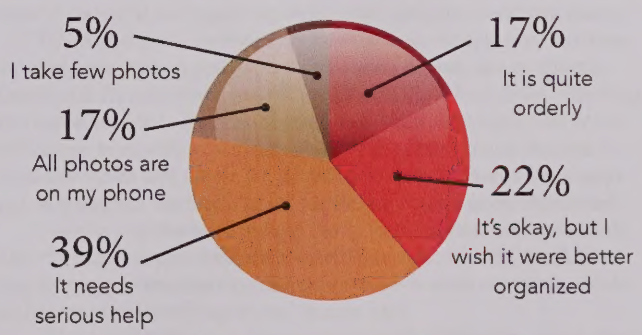
**SEE MORE ON PAGE 5**

*Unsung Hero: IDG Germany Project Manager Stephanie Alonso is this week's nominee.*

**SEE MORE ON PAGE 9**

## Question of the week results

How well organized is your digital photo collection?



**Log on to www.idgcentral.com to vote on this week's question:**

How often do you listen to digital audiobooks?

CLICK HERE

*Professional growth*

## Employees gain company insight at IDG Compass and Media Management Institute

IDG Training & Development hosted two corporate training programs recently. IDG Compass, held May 6-7 in Boston, is designed for employees who have been with IDG for at least a couple of years and are interested in tools and information to better operate and navigate within the company. Participants at the three-day European Media Management Institute, held last month in Zurich, Switzerland, had the opportunity to learn more about IDG business and strategy.

For more details contact Senior Director, Learning & Development and HR Laurie Butson. ■

*IDG Compass attendees at IDG's Boston headquarters building. (L-R):* ***Piyush Ailawadi****, IDG Enterprise (IDGE);* ***Hans Lima****, IDG Technical Services Group (TSG);* ***Mike Thorp****, IDC;* ***Beth Cook****, IDC;* ***Cynthia Burghard****, IDC (in purple);* ***Tom Schmidt****, IDG Strategic Marketing Services (back);* ***Iris Whalen****, IDG TSG (front);* ***Laurie Tallent****, IDGE (middle);* ***Heather Hargraves****, IDC (back);* ***Jerilyn Hartman****, IDC (scarf);* ***Kim McDonald****, IDG Brokerage Services (sunglasses);* ***Catherine Soper****, IDC;* ***Whitney Cwirka****, IDGE;* ***Brandon Butler****, IDGE;* ***Nina Pfister****, CIO Executive Council. Not pictured:* ***Stephanie Crossland****, IDGE and* ***Julie Mance****, IDGE.*

*EMMI participants in Zurich. (Front, l-r):* ***Jos Schong****, IDG Netherlands;* ***Alfonso Casas****, IDG Spain;* ***Sander van der Meijs****, IDG Netherlands;* ***Karsten Schmidt****, IDG Germany;* ***Tom Drummond****, IDG U.K.;* ***Charles Stevenson****, IDG U.K.;* ***Mark Jarvis****, IDG U.K. (Back, l-r):* ***James Lee****, IDG Global Solutions;* ***Merijn Contant****, IDG Netherlands;* ***Paula Fernandes****, IDG;* ***Carl Grape****, IDG Sweden;* ***Thomas Alexander****, IDG Engineering Solutions Group;* ***Robert Theunissen****, IDG Netherlands;* ***Laurie Butson****, IDG Training & Development (program host);* ***Daniel Frey****, IDG Switzerland;* ***Sandra Adlesgruber****, IDG Switzerland;* ***Sara Scogland****, IDG Human Resources (program host).*

## IDG, IDC send close to 100 women to Simmons Leadership Conference

Ninety women from IDC and various IDG business units spent a day last month drawing professional and personal inspiration from a range of prominent female leaders at the 35th annual Simmons Leadership Conference. Held at Boston's Seaport World Trade Center, the conference attracted more than 3,000 women from companies throughout New England and featured a lineup of successful speakers representing business, academia, journalism, the arts, science and more.

Among the day's keynote speakers were Denise Morrison, CEO of Campbell Soup Co.; Rita Mareno, singer, dancer and actor; Rana Foroohar, assistant managing editor of Time magazine; and former Secretary of State Hillary Rodham Clinton. Other speakers included world-renowned humanitarian Zainab Salbi, former NASA astronaut Mae Jemison; Cisco Sr. VP Debbie Dunnam; and biological anthropologist Dr. Helen Fisher, among many others.

*Among this year's attendees were* ***Beth Ramistella****, VP, Human Resources;* ***Danielle Thorne****, VP Digital Account Services; and* ***Jillian Gardner****, senior HR generalist.*

IDG and IDC women have attended the conference for the past three years under the auspices of IDG's Training Department, which along with IDC, purchases tables and solicits attendee nominations from business unit leaders.

"I found the event to be well worth the time spent with my IDG colleagues and other female executives from the Northeast region," said **Andrea D'Amato**, VP, IDG Global Solutions, Americas. "IDG had a good representation, and our customers HP, Cisco and EMC fully supported the event. The sessions I found most beneficial were the Leadership Panel with Patricia Florissi of EMC and Debbie Duncan of Cisco. The insights they provided were incredibly helpful, particularly around personal management style, communication and risk taking."

"I think about the Simmons conference as an extension of our internal corporate training programs," said **Laurie Butson**, senior director, Learning & Development and HR for IDG. "IDGers have been attending this conference for a number of years, but it was always just one or two individuals from various business units. A few years agowe decided to purchase tables and send a larger group of our employees. We always get very positive feedback, so we've felt like it was a good investment.

"We divvy up the seats among the various business units and work with the business unit leadership and HR teams to identify candidates. Any employee interested in attending the conference next year, should let her manager or HR rep know," Butson said.

"We feel that this is an important women's conference, where there are many business and personal topics that speak to a wide audience," said **Debra Bernardi**, IDC VP, HR and Education. "As an Equal Opportunity Employer, we value people of color, women, veterans and individuals with disabilities," Bernardi said. "We believe that the Simmons conference is a wonderful opportunity to celebrate our female population."

For more details, contact Laurie Butson or Debbie Bernardi. ■

# OneonOne

## Scott Harris

*IDG TechNetwork*

***The VP of sales and marketing ath IDG TechNetwork is this week's columnist. Reach him at scott_harris@idgtechnet.com.***

> "Programmatic buying is transforming traditional media models and is quickly establishing itself as an emerging means for advertisers to execute their media campaigns. IDC projects U.S. advertising spend in this market could grow to $14.4 billion by 2017."

**Q Can you define programmatic selling?**

A At the IDG TechNetwork, we like to define programmatic as the automation of buying and selling media through the use of various technologies. The primary objective is to eliminate waste and increase efficiency for advertisers. I often find the concept of programmatic tends to come across a lot more complicated than necessary. At its core, this is really just another means for an advertiser to execute a transaction with our company.

Programmatic selling differs from our direct sales efforts in that the approach is technology-driven instead of focusing on the traditional process of completing an RFP, negotiating rates, sending out IOs, setting up kick-off calls, etc. To help illustrate the difference, programmatic sales are based on the daily buying and selling of inventory at a high volume in real time. Once the initial work is complete in setting up a deal to run, our sales reps focus more on the daily campaign transactions to evaluate items like the bid landscape and inventory fill rate in order to ensure we're deriving the maximum amount of revenue from every impression.

**Q What are the products/services you offer clients?**

A We created the industry's first tech-focused private ad exchange, the Tech Media Exchange (TMX), as the TechNetwork's official platform for advertisers to purchase our inventory programmatically. An exchange is simply the technology platform that facilitates the buying and selling of online media advertising inventory from multiple publishers.

When it comes to the type of products we sell programmatically, you'll find it's similar to what we offer through our direct sales channel. Currently, we sell display (IAB standard units), mobile and video inventory to our clients. We're also in the process of testing high-impact units like rich media and look forward to rolling out those capabilities in the year ahead.

Programmatic inventory can be purchased on the exchange through either our open or private marketplace. The open market, or open exchange, is an auction-based pricing model and is what the industry commonly associates with real-time bidding (RTB). It comprises hundreds of buyers bidding in real time on unreserved inventory each day. The private marketplace is available by invitation only and provides advertisers with more prioritized access to our inventory through two types of transactions: a private auction or a preferred deal.

Together, the deals within our open and private marketplaces compete against our direct sold deals for impressions based on targeting requirements, fill and CPM. This prioritization of ad serving is what we refer to as dynamic allocation, where deals compete against one another for each impression. This cycle of direct vs. private market vs. open market repeats itself throughout the course of each day and helps to monetize our inventory at the greatest yields.

**Q How big is the TechNetwork today?**

A When we first launched this business unit back in 2008, the TechNetwork consisted of [CEO] **Pete Longo** and myself sitting in an office the size of a college dorm room. Today, our organization is composed of over 50 people and we're continuing to grow. In the year ahead, we plan to invest in new human resources like yield analysts, platform managers and business intelligence analysts to keep pace with the rapidly transforming market. It's an exciting time for our business unit and, more importantly, IDG!

The TechNetwork itself comprises more than 550 sites, reaching over 130 million unique visitors and 2 billion impressions each month on a global basis. We leverage this audience to provide a high volume of inventory for our exchange, which is a requisite for any company looking to be successful in the programmatic space, and across our network in order to provide our advertisers with IDG quality inventory at scale. The overall portfolio of products we utilize in the field to complement our size is quite diverse, consisting of lead generation, content creation, demand generation, mobile, social, video and data solutions to highlight a few of our capabilities.

**Q Are there resources you'd recommend to help interested employees keep up with new trends in the ad network/programmatic buying world?**

A Programmatic buying is transforming traditional media models and is quickly establishing itself as an emerging means for advertisers to execute their media campaigns. IDC projects U.S. advertising spend in this market could grow to $14.4 billion by 2017. So as technology con-

*continued on page 8*

# IDG Sweden's mentor program builds bonds between IT professionals

Since 2011, IDG Sweden's Mentor Program has matched IT professionals looking to learn more as they advance in their careers with senior IT executives willing to provide guidance and support. The newest edition of the program began in March, with 18 pairs of mentors/mentees meeting for the first time at the IDG office in Stockholm.

For the next year, each pair will meet monthly, and IDG Sweden will host one or two networking sessions, and a final event at the end of the mentor cycle, so that all participants can expand their business connections with others in the program.

During the early years of the program, IDG Sweden recruited companies solely on the basis of sending mentees; the current fee is 20,000 SEK (US$3,000, excluding tax) per attendee. Starting this year, IDG Sweden added a partner program option. Participating companies pay 50,000 SEK ($7,640; excluding tax) for three mentees slots and inclusion in IDG Sweden's digital and print marketing of IDG Mentor.

"Now we have a package to offer that is considered more attractive for the customers, since it also includes marketing," said Project Manager **Hillevi Billinger**. "They can view it both as a part of their skills development and as part of their marketing and employer branding — showing themselves to be companies that draw people from within the IT sector. It's a win-win."

***Participants in the IDG Mentor program listen to a guest speaker at the IDG Sweden office.***

Mentors, who must have a minimum of six years of experience as a manager and eight years experience in IT, donate their time to the program. They place a high value on the opportunity to give back to their community and to expand their business network, Billinger said. IDG Sweden publicizes the program to potential mentors in the same way it solicits mentees: through its professional networks, through ads in its magazines and on its websites and through mailings to its contact databases and event attendees.

Some mentors return to the program, but most are new for each round and many apply to the program on their own without being recruited by IDG Sweden. "They like the feeling of seniority, being able to give of their experience and seeing people grow while getting new ideas and contacts from their mentees," she said. "It is of the utmost importance to us that these are the reasons that they participate in the program, that their biggest goal in this is to give of themselves and not to recruit or in any other way get business from the program."

Mentors receive a subscription to Computer Sweden, a group mentor/mentee dinner with Computer Sweden Editor-in-chief **Jörgen Lindqvist** and the option to attend select IDG Sweden events at no cost.

Hillevi and members of her team interview all the participants to ensure the best possible matches. Occasionally, they ask potential mentors or mentees to reapply to the following session if the pair options aren't quite right in terms of mentee needs and mentor availability.

The next Mentor Program session begins in September. Write to Hillevi Billinger. ■

## Recruitment and Leadership finds synergies

The IDG Mentor Program is part of IDG Sweden's IDG Recruitment and Leadership division, which also consists of the Women IT Professional Network and a recruitment unit focused on IT, environmental and sustainable development job placements for Swedish companies. IDG R&L Business Unit Manager **Maria Widegren** oversees the division, which employs four specialists trained in HR, recruitment, assessments and testing.

Along with another IDG Sweden department, IDG Plats (IDG Placement), that works with companies that want to run job listings and recruitment advertising, IDG can offer companies a turnkey solution for the entire hiring process. The team works on a fixed-price basis that represents approximately 25% of the new hire's annual salary.

Until recently, the recruitment function was separate from IDG Mentor and Women IT Professionals, but now that they all in the IDG Recruitment and Leadership division, more synergies are possible, said Project Manager **Hillevi Billinger**. "We are all talking with HR managers at IT companies, so it's natural to cross-promote the programs," she said.

Earlier this year, IDG R&L began publishing a monthly newsletter as part of an ongoing effort to increase awareness of the department among prospective customers. Sent to 20,000 individuals from the IDG Sweden database, the first two issues had open rates of 48% — "a fantastic result," Billinger said. She attributed the first newsletter's success to the fact that it was the first from the highly regarded IDG R&L group, as well as the subject line "Win your own mentor"; the contest winner received a free mentee slot. With the second, she said its appeal was also likely due to the strength of the organization and the topic: "The Art of Making a Career."

Moreover, the newsletter spurred a flurry of new "likes" to the IDG R&L Facebook page, new applicants for the mentor program and suggestions for candidates for difficult-to-fill job openings.

# Computerworld Premier 100 Leadership Conference turns 15

## *CIO Executive Council Leadership Event joins forces with Premier 100, resulting in innovative new event*

For its 15th annual Premier 100 event Computerworld premiered a new name, a new partnership with the CIO Executive Council (CEC) and some agenda items designed to make the three-day event in Tucson, Ariz., more interactive for the 500 attendees.

"This was the first year Computerworld partnered with the CIO Executive Council, said **Julia King**, Computerworld executive editor, Events, and national correspondent. "The new Premier 100 Leadership Conference offered the CEC an opportunity to gather its members at a national forum and share its new research on reinventing the C-suite in the era of digital business to a broader audience of IT and business leaders. It was a win-win for the CEC and Premier 100 community."

*Computerworld Executive Editor, Events **Julia King** presents one of the Premier 100 awards.*

"The CIO Leadership Event in May had been the Council's showcase opportunity since our inception 10 years ago, and we built a great partnership with CIO magazine and its events team to continually innovate that conference," said **Rick Pastore**, CEC VP, Strategy. "When IDG Enterprise decided to scale back and not hold that event any longer after 2013, we were fortunate to have the opportunity to bring our leadership agenda concepts and programs to Computerworld's Premier 100."

However, Pastore said it wasn't just a case of shoe-horning the CEC into the P100. "Julia and I were challenged to innovate this event, and I think we succeeded as partners," he said. "We built a very interactive agenda focused relentlessly on takeaways for the attendees." The CEC introduced its Digital C-Suite leadership framework, ran a master class for aspiring leaders, awarded Ones to Watch honors to 25 'future CIOs' and emceed a competition that divided the audience into four rival teams playing for IT-related nonprofits.

> "Julia [King] and I were challenged to innovate this event, and I think we succeeded as partners. We built a very interactive agenda focused relentlessly on takeaways for the attendees."
>
> *Rick Pastore, CIO Executive Council*

"Rather than recruiting new members, our primary goal at this event is always to give our paying clients a valuable and unique experience, which is critical to subscription renewals," Pastore said. "We have a greater renewal rate among clients who attend our in-person meetings and conferences, so a national forum like the P100 is vital to our business."

"Another goal of partnering with the CEC was to give both CEC members and Premier 100 honorees and attendees an opportunity to share ideas and network," King said. The CEC provided three main-stage speakers — CIO Executive Council President **Pamela Stenson**, VP and Chief Learning Officer, Leadership Development **Monica Brunaccini** and Pastore — and used the event to hold members-only sessions on leadership, business innovation and women in the C-suite. There was also a CIO Executive Council Showcase open to all Premier 100 attendees where they could network with Council leaders and learn more about its programs and resources.

Taking a page from the CEC's Leadership Event last year, Premier 100 organizers introduced gamification and team-building social activities to this year's agenda. "The idea was to make the sessions more interactive and participatory," King said. During three, new main-stage conference sessions called Reinvention Workshops, the keynote speaker posed a challenging question to the audience. (The workshops were titled Creating Stability in an Insecure World, How to Derail Technological Disrupters and Leading in a Digital Marketing World.) Attendees then worked in four teams of about 40 C-level attendees each, each representing an IT-related nonprofit education group, to come up with innovative solutions to the speakers' challenges. "It provided an opportunity for attendees to share experiences, tips, tactics, ideas and contact information," King said.

Pastore also served as gamesmaster during these sessions and awarded points to the team with the best answer. The CEC made a financial contribution to the nonprofit represented by the winning team. "The nonprofits provided the competition with something meaningful at stake, besides bragging rights," Pastore said. "Attendees

continued on page 6

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## Premier 100

*(L-R): CIO Executive Council Community Manager* ***Scott Boutwell****; IDG Enterprise Marketing Manager* ***Mike Gormley****; CEC Senior Account Manager* ***David Best****; Computerworld Registration Coordinator* ***Samantha LeBlanc****; CW Event Planner* ***Shay Egan****; CW Associate Planner* ***Julie Mance****, CEC Senior Account Manager, Client Services* ***Christian Montminy****; IDGE Graphic Design Specialist* ***Caroline Mewing****; CW Event Content Specialist* ***Jillian Hall****; CEC President* ***Pam Stenson****; CEC VP, Product Operations, Development and Chief Learning Officer* ***Monica Brunaccini****; CEC Executive Client Relationship Manager* ***John O'Neil****; IDGE Senior Director, Events* ***Deb Begreen****; CEC Media Specialist* ***Brendan McGowan****; CEC Senior Account Manager* ***Joyce Dunnells****; and CEC Account Manager* ***Tom Beedy****.*

JOE MOLA

were able to affiliate themselves with their nonprofit of choice by joining the corresponding team." He added that the nonprofits were chosen by the CEC based on their alignment with "our mission to promote the IT profession and enhance the value of IT." The winning organization was NPower, which helps other nonprofits use technology to better serve their communities.

"These sessions generated great buzz and a lot of conversation and competition among attendees and went over very well." King said. (Other IDGE speakers and moderators included CIO Magazine and Events Editor-in-chief **Maryfran Johnson**, Computerworld Contributing Editor **Charles Pelton** and King.)

The Premier 100's audience is made up business executives who make key decisions about expanding tech-enabled business models, create new revenue streams with digitized products and services and develop business and IT strategies that capitalize on disruptive technologies such as social, mobile, analytics and the cloud.

"Increasingly," King said, "our audience includes attendees outside the traditional IT organization. With the explosion of social, mobile and cloud technologies in the enterprise, business leaders across various functions, notably marketing, are key participants in today's digital enterprise. They're playing a more central role in the use of IT to move their organizations forward."

This was reflected in the Premier 100's agenda, the theme of which was "A Reinvention Convention." "Our speakers included CIOs and VPs of IT, of course, but also CEOs, marketing executives and other key digital business players from the changing digital enterprise," King said.

King said one of this year's highlights was the keynote presentation from Dr. John Halamka, CIO of Boston's Beth Israel Deaconess Medical Center who discussed how his IT team responded immediately after the Boston Marathon explosions.

*continued on page 8*

### Honor roll

The Premier 100's mission is to honor the men and women who are moving their organizations forward through innovative use of technology. "We cast a wide net and do a lot of research and legwork to secure Premier 100 nominations," said **Julia King**, CW executive editor, Events. "This could not happen without the Herculean persistence and diligence of IDG Enterprise Editorial Project Manager **Mari Keefe**, who does an endless amount of research, reading, networking with government, academia, industry organizations and professional organizations to find the most deserving IT leaders. Mari and Computerworld Executive Editor **Ellen Fanning** are the true heavy lifters behind all that comes together at this annual event," King said. The winners are chosen by a panel of Premier 100 alumni and Computerworld editors. For a complete list of winners click here.

### Continuing the conversation

Marketing continues post-event with the new Premier 100 e-newsletter, an idea Computerworld adapted from CIO's Center Stage newsletter. Sent to event attendees, it highlights key takeaways from the conference, notably the breakout case study sessions. CW editors, including Reporter **Pat Thibodeau**, Editor-in-chief **Scot Finnie**, Associate Editor **Rebecca Linke**, National Correspondent **Rob Mitchell** and Assistant Managing Editor, Features **Val Potter**, covered the sessions and provided first-hand reports for the newsletter. The newsletter is also an opportunity to showcase upcoming IDGE events, such as the CITE and Open Business Conferences. Future newsletters will update readers on various Premier 100 projects and honorees and include Premier 100 news germane to the 2014 theme of reinvention.

"The newsletter was very much a team effort," said CW Executive Editor, Events **Julia King**, "with Computerworld editorial staff working with IDGE VP, Marketing **Sue Yanovitch** and Designer **Stephanie Brockway** to produce a beautiful design and execute the distribution of the inaugural issue." To see the issue click here.

# noteworthypeople

## Promotions

Reddy

**IDC India** Research Director **Venu Reddy** is now general manager of IDC Center for Consultancy and Research in Bangalore; he will be responsible for managing a staff that reports to many IDC teams around the world, acting as a bridge to remote managers and managing the local shared services team. He began his career at Electronic Data Systems in Texas and joined IDC Asia Pacific in Singapore in 2003 as a member of the Services research team, leaving in 2008 to join Harris Interactive in Asia. He rejoined IDC in 2012 as research director of IDC India. He earned a B.S. in engineering from India's Andhra University and an M.S. in electrical engineering and an MBA in information systems from the University of Nevada/ Reno. vreddy@idc.com

## New employees

Xu

New at **IDC China**'s Beijing office is Market Analyst **Kelvin Xu**; he will be focusing on Internet research. He has extensive experience in investment project, financial analysis, retail management and consultative research. A graduate of the U.K.'s University of Southampton he holds a post-graduate degree in economics and finance. kxu@idc.com

Williams

**Josh Williams** joins **IDG Communications**' Digital Account Services group as a report specialist. He was previously a data analyst with EDI, Inc. handling data management for Boston's Logan Airport's mechanical assets. He earned a B.A. in education from the University of Alabama and enjoys hiking, golf, soccer and skiing. jwilliams@idgcommunications.com

PETER SHORT

Di Pietro

Previously a counter manager with Neiman Marcus, **Anna Di Pietro** joins **IDC Framingham** as a marketing specialist. A recent graduate of Boston's Suffolk University, she holds a B.S.B.A. in marketing. adipietro@idc.com

PETER SHORT

Also new at **IDC Framingham** is Senior System Administrator **Boris Epstein** who will be providing infrastructure support for the IDC corporate network and researching new technologies. He comes from ProfitBricks where he was a system administrator and holds a B.A. in math and computer science from the University of Massachusetts/Amherst. In his free time he enjoys literature, art and photography. bepstein@idc.com

New at **IDC Singapore** is Account Manager **Chirag Gohel**. He has sales experience with Frost & Sullivan and Forrester Research and was marketing communications manager for Royal Sporting House. He earned a degree in marketing and management from Australia's Deakin University. In his free time he enjoys movies, music and spending time with this son. A soccer fan, he admits "most of my playing is not on the field but rather on my PlayStation." cgohel@idc.com

*Information for the Noteworthy section may be sent to world_update@idg.com.*

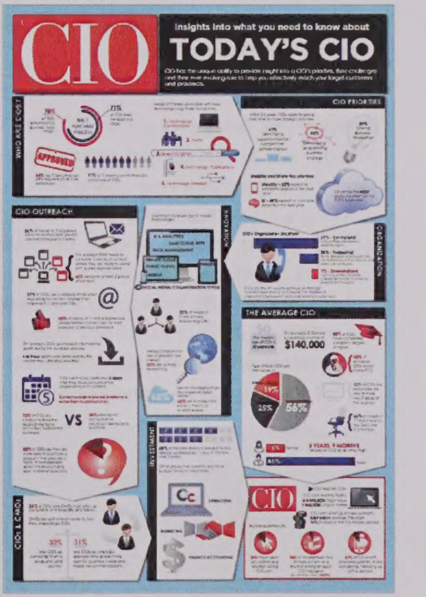
### Change your IDG Central password

Click here to change your auto-generated password for IDG Central to one more easily remembered. If you don't know your password, click the Forgot Password link.

## CIO infographic selected as finalist in min's Digital Awards competition

IDG Enterprise's "Today's CIO" infographic is on the list of finalists in min's annual Digital Awards competition, formerly known as Best of the Web. Min is an online resource that covers the consumer and B2B magazine business in the U.S.

Produced by Marketing Manager **Alexis Hines**, the infographic draws upon data from a variety of studies conducted across the CIO and IDG Enterprise IT decision-maker audience. The purpose was to give tech marketers insights into what they need to know about a CIO's persona, priorities, challenges and motivations in order to position their products, solutions and messaging more effectively to customers and prospects.



The infographic was distributed in two formats: printed as a 24-inch-by-26-inch poster to be displayed in a marketing or sales department that was distributed in a large tube with the CIO media brand logo via a direct mail campaign to key contacts and prospects, and as a .jpg impage for digital and social media outreach. The mailing was sent in November 2013, and the digital and social media promotion is ongoing.

According to Hines, response to the promotion has been very positive. The CIO sales team has been able to use the infographic as door-opener to present CIO research and products to clients, and CIO has gained extended reach through social media. One recipient who has thousands of followers tweeted a photo of the poster hanging up and thanked the CIO team for the gift. After IDG Enterprise CEO **Matt Yorke** retweeted the post, CIO expanded its reach by more than 9,000 Twitter users.

The award winners will be announced at a breakfast event honoring all finalists on May 19 in New York City, the day before min's Content Marketing and Innovation Summit.

Write to Alexis Hines. ■

*continued from page 6*

## Premier 100

To promote the event Premier 100 marketers rely on the event's alumni community. "These alumni play a strong role in our marketing efforts, not only as repeat attendees but as advocates for the event in encouraging others from their organization, as well as industry peers to attend," King said. "Computerworld has been honoring the Premier 100 for 15 years, and to this day we still have members of the very first class of honorees attend the event."

King said more than 20 IDGE employees worked on this year's Premier 100, including teams from events, sales, editorial and the CEC. "A very special congratulations and a huge debt of gratitude is due to our Event Planner **Shay Egan** and Event Content Specialist **Jillian Hall**," King said. "Our amazing events team deserves special recognition as there were many moving parts to this particular conference with the addition of the CIO Council membership. The marketing of the event was orchestrated by Marketing Manager **Mike Gormley** whose social media strategy and series of tweets, updates and other notifications via social media made for an over-the-top event."

Attendees agreed, with one saying, "The Premier 100 Conference is designed with a care for detail, and attracts great speakers and attendees. It's not only good for learning and networking, but they also motivate you to be a better technology leader."

Click here to read Computerworld's coverage of the Premier 100. For more information about the event click here or contact

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

*26*
***Crawford Del Prete*** *IDC*

*24*
***Christopher Norman*** *IDG U.K.*

*22*
***Nancy Jonathans*** *IDG Consumer & SMB*

*19*
***Nancy Koral*** *IDG Research Services*

*16*
***Tanja van Bladeren*** *IDG Netherlands*

*15*
***Lionel Lamy*** *IDC U.K.*

*14*
***Robert Mitchell*** *IDG Enterprise*

*13*
***Kevin Gerich*** *IDG Digital Solutions Group*
***Zhou Xu*** *IDG Asia*

*10*
***Carrie Ann Ciaccia Mathews*** *CIO Executive Council*

*9*
***Alan Louie*** *IDC*
***Koichi Sato*** *IDC Japan*

*8*
***Patrycja Dziedzinska*** *IDG Poland*

*7*
***Jorge Umana*** *IT World Canada*

*6*
***Pete Longo*** *IDG TechNetwork*
***Jasmin Kim*** *IDG Korea*
***Dean Geary*** *IDG Global Solutions*

*4*
***Mai Trieu*** *IDG Vietnam*

*3*
***Semir Jasarevic*** *IDC Sweden*
***Naomi Anderson*** *IDG Enterprise*
***Radan Dolejs*** *IDG Czech Republic*

*2*
***Maria Bobola-Mroziewska*** *IDG Poland*
***Kate Hoy*** *IDG Connect International*
***Dan Swinhoe*** *IDG Connect International*

*1*
***Perry Laberis*** *IDG Research Services*
***Jerzy Krupinski*** *IDG Poland*
***Patrycja Wisniewska*** *IDC U.K.*
***Daniela Fitz Palafox*** *IDC Mexico*

*Please send anniversary information to world_update@idg.com.*

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## One on One

tinues to develop and become more accessible, we anticipate the rate of adoption among our clients will rise, and our objective is to remain positioned as a leader within this market.

If you aren't familiar with the website, AdExchanger, I would recommend adding it to your list of trade publications as a good way to get your feet wet and to stay abreast of this topic. In addition to the latest news and commentary from thought leaders in this space, there is a great resource section to help educate people on the general concepts of the programmatic ecosystem. There are a number of other media publications that cover this topic, but I've found the site to be a helpful first step for anyone looking to advance their knowledge on the subject. ■

## Scenes from the Premier 100 Conference

***Clockwise from top left: Attendees enjoy the gala awards dinner, get in a round or two of golf, mingle at the reception and channel their inner Old West characters.***

# unsunghero

## Stephanie Alonso

*Project Manager*

*IDG Germany*

***Sebastian Woerle**, IDG Germany associate publisher and VP, Sales named IDG Strategic Marketing Services Project Manager **Stephanie Alonso** his team's Unsung Hero. "Stephanie is responsible for clients' custom programs such as partner zones and online advertorials. The biggest international program she is managing is for NetApp, creating an innovative iPad tablet magazine in cooperation with IDG U.K. Stephanie works part time, but when she is in the office she focuses on getting the job done and shows that even as a part-time employee you can become a solid pillar in IDG Germany's project delivery team at Strategic Marketing Services. Her can-do attitude and great executional skills make her a valuable team member."*

**Home**
Munich, Germany

**Joined IDG**
January 2005

**Current title**
Project manager, IDG Strategic Marketing Services

**Career path**
Assistant to the publisher, PC-Welt, 2005-2006; assistant to the publisher, TecChannel, 2007-2009; Strategic Marketing Services project manager, from 2011.

**Primary job responsibilities**
Organizational and technical project management; project-related communication with customers; customizing website templates; project-related reporting; coordination of internal and external service providers; project controlling (time, budget, quality).

**Three things I do in a day's work**
- Plan the day's to-do list.
- Check incoming email, especially for urgent matters.
- Hold short meetings with project teams.

**What I love most about my job**
I work with a wonderful team, and each day's challenges are different, so my job is never boring. As a mother of two, being able to work part-time makes my life much more interesting.

*Project Manager **Stephanie Alonso** joined IDG Germany in 2005 as assistant to the publisher of PC-Welt.*

**A hot-button issue that I'm dealing with on the job these days**
There was a definite learning curve the first time I had to coordinate the production and publishing processes for tablet magazines.

**Latest accomplishment**
Being able to handle several projects simultaneously without losing the thread of each.

**Career highlight**
My current job!

**What I'm doing to be a better employee**
I tackle all new challenges, try to help my colleagues and think positively.

**Interests outside the office**
My family, my friends, exploring new countries, cinema and my garden.

**What others can't tell just by looking at me**
I am quick-witted and resilient.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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**Sebastian Woerle** *IDG Germany*
**Carolyn Yanuskiewicz** *IDG*

» VIEW THE CELEBRATION OF LIFE SERVICE FOR PAT MCGOVERN ON IDG CENTRAL

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

5 MAY 2014 | VOLUME 44, NUMBER 18 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 10 - page 8

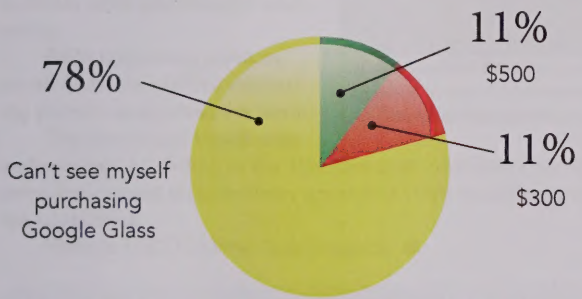
## IDG Sweden rebuilds now-thriving lead-gen business

*A new focus on the reader experience, leveraging leads on its websites and a fine-tuned marketing effort have helped the company achieve ahead-of-plan results and regain its reputation as a top provider of leads.*

SEE MORE ON PAGE 4

## Question of the week results

What would you pay for Google Glass?



No respondents were willing to pay last month's sale price of $1,500 or even a $500 discounted price of $1,000.

**Log on to www.idgcentral.com to vote on this week's question:**

How well is your digital photo collection organized ?

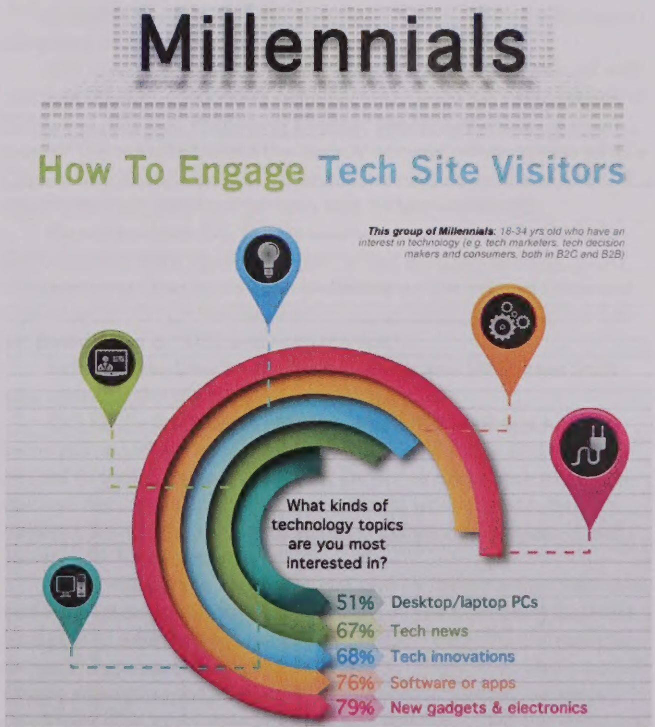
CLICK HERE

## Also inside

CSO40 Security Confab + Awards attracts 200
One on One: IDC Insights' Bob Parker
PCWelt gains revenue from Amazon Banner program

SEE MORE ON PAGE 2

SEE MORE ON PAGE 8



**This group of Millennials:** *18-34 yrs old who have an interest in technology (e.g. tech marketers, tech decision makers and consumers, both in B2C and B2B)*

LAUREN KIRCHBERGER

*IDG Research Services conducted a survey of millennials (18-34 years old) who have an interest in technology. The survey reveals which tech topics millennials are most interested in, their top reasons for visiting websites, and which sources they rely on most for tech-related information. Please feel free to share the link on Twitter, Facebook and LinkedIn. View the full infographic here.*

# IDG Enterprise's CSO Confab presents best practices, awards

CSO40
SECURITYCONFAB+AWARDS

*IDG Enterprise event staff included (front, l-r): )Marketing Assistant/Registration Coordinator* ***Samantha LeBlanc****, Event Manager* ***Sarah Reagan****, SVP/Events* ***Ellen Daly****, Senior Event Content Specialist* ***Abbey Weintraub****. (Back, l-r): Senior Client Services Coordinator* ***Diana Scott****, Marketing & PR Specialist* ***Greg Rosa****, Account Director/Integrated* ***Roz Burke****, CSO Senior Editor* ***Grant Hatchimonji****, Account Executive* ***Max Crystal****, VP/Content Development and Strategy* ***Derek Hulitzky****.*

More than 200 security and IT executives joined the CSO team at the CSO40 Security Confab + Awards outside Atlanta March 31-April 2 to discuss pressing security challenges and hear best practices from award winners.

The majority of the agenda consisted of 18-minute presentations in addition to birds-of-a-feather lunch discussions, networking and the awards ceremony, which recognized 40 security projects and initiatives that demonstrated outstanding business value and thought leadership.

Eight presenting partners, seven sponsors and five marketing partners supported the event.

The format and topics were well received according to the attendee post-conference survey: 90% rated the content excellent/very good and 100% would recommend the conference.

Write to CSO Publisher Bob Bragdon. ■

*CSO Publisher* ***Bob Bragdon*** *(center) congratulates one of the award winners as CSO Editor* ***Joan Goodchild*** *looks on.*

## Patrick McGovern: A Celebration of Life

Hundreds of IDG employees, friends and family gathered at the Museum of Science in Boston on April 30 for a Celebration of Life in honor of IDG Chairman Pat McGovern. The service was livestreamed on IDG Central and is now available on demand. The speakers were Lore Harp McGovern, his son Patrick McGovern, Bob Farmer, Hugo Shong, Ted Bloom, Walter Boyd, Kirk Campbell and Michael Friedenberg.

# IDG U.K. convenes European workshop on traffic, monetization

DOMINIK TOMASZEWSKI

*(Back, l-r): IDG U.K. Tech Media Head of Advertising* ***Tom Drummond****, IDG Poland Integrated Programs Director* ***Dominik Blaszczykiewicz****, IDG U.K. Publishing Director* ***Simon Jary****, IDG Germany Director Business Development* ***Ole Evers****, IDG Sweden Head of IDG Affiliate Services* ***Jesper Landen****, IDG Netherlands Sales Manager* ***Merijn Contant****. Front (l-r): Technical Editor of IDG Spain's B2C brands and IDGtv LAB* ***Alfonso Casas Martin****; IDG Germany Vice Editor-in-chief, PC-Welt* ***Christian Loebering****; IDG Netherlands Editor-in-chief* ***Robert Theunissen****; IDG U.K. Tech Media Editor-in-chief* ***Matt Egan****; and IDG Netherlands Editor-in-chief, Online* ***Jeroen de Jager****.*

As a way to share best practices related to increasing traffic, monetization and editorial strategy, IDG U.K. hosted a European workshop at its London office last month.

IDG U.K.'s Consumer and SMB division placed first, second and fourth in the IDG Chairman's Achievement Award for traffic growth in 2013, and IDG U.K. Publishing Director **Simon Jary** wrote up a summary of the reasons behind the brands' success, which appeared as a Q&A in IDG World Update. Interest in learning more about IDG U.K.'s approaches led Jary to organize a face-to-face workshop,

Presenters from IDG U.K. in addition to Jary were Tech Media Editor-in-chief **Matt Egan** who spoke about editorial strategy, Head of Advertising Operations **Sean Mullarkey** on the new Ad Stack and Optimization, Editor **Neil Bennett** on social strategy and Online Editor **David Court** on SEO and analytics tips.

SVP/Editorial Director at IDG Consumer and SMB **Jason Snell** also attended the meeting.

IDG Netherlands Sales Manager **Merijn Contant** said his U.K. peers put together "a super agenda full of useful do's and don'ts related to traffic, content and sales. On the airplane back to Amsterdam we decided which priorities we should work on short-term. In addition, having this chance to get to know your colleagues is really valuable for future projects."

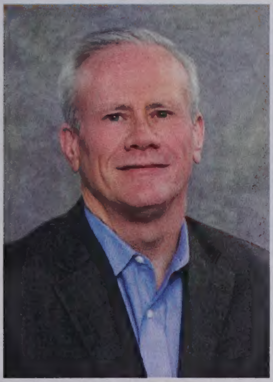
"Not only did the IDG U.K. team give us insight about their data and revenue structure, they also explained their third-party business models and editorial strategy in great detail," said IDG Germany Director of Business Development **Ole Evers**. "There were also a couple of very interesting sessions in which third-party business partners presented their innovative products and solutions. I left the event not only with a broader view of our business but also with the knowledge that I always renew at international IDG meetings: that I work in a great company with great colleagues who I appreciate very much for their expertise, kindness and — last but not least — good humor!

Write to Simon Jary. ■

# OneonOne

## Bob Parker

## *IDC Insights: Energy, Manufacturing and Retail*



***The group VP and general manager of IDC's Energy, Manufacturing and Retail Insights groups is this week's columnist. Reach him at rparker@idc.com.***

> "The Factory of the Future will be people-intensive. There will be high levels of automation but also a high level of flexibility that will require well-trained, creative people."

**Q What's a concise description of IDC's Insights business?**

A A bit over 10 years ago, IDC launched a series of business units with the Insights brand to better serve the technology buyer. This is accomplished by keeping the research framed in two specific contexts — an understanding of the specific challenges of a given industry and an appreciation for the needs of the line-of-business executives those buyers serve. There are six Insights business units, and I have responsibility for three: Retail, Energy, and Manufacturing. [Group VP/General Manager **Scott Lundstrom** is responsible for the Financial, Government and Health Insights groups; SVP **Meredith Whalen** oversees the entire IDC Insights Research team.] There are more than 30 people dedicated to my three industries. Some work across the industries and include the global research teams as well as consulting and sales.

**Q What should manufacturers consider as they try to position their plants to be a Factory of the Future?**

A Our research has identified a number of factors, but the most prominent and the one that has drawn the most interest is that the Factory of the Future will be people-intensive. The statement can be counterintuitive at first, because most people think of future factories as being heavily automated and devoid of people. We like to make the distinction that manufacturing has historically been labor-intensive; lots of people working on the assembly line. In the future, there will be high levels of automation but also a high level of flexibility that will require well-trained, creative people. There are several hundred thousand unfilled manufacturing jobs in the United States alone, not because manufacturers can't find willing candidates, but because they can't find candidates with the requisite skills.

**Q What's the importance of 3D printing and its growth prospects in manufacturing?**

A Not to split definitional hairs, but we like to think of additive manufacturing which includes 3D printing but is broader when technologies like composite materials are included. These technologies are already having a huge impact because they allow manufacturers to produce products such as aircraft or automobiles that are lighter and stronger. As to 3D printing specifically, it is largely being applied to engineering prototype development and has been very valuable in that regard. Long term, we see it as an integral part of commercial production and will substantially alter the structure of industry value chains.

**Q As manufacturers seek ever-more cost effective production facilities, what regions of the world are they targeting?**

A There has been a lot of coverage in the business press about manufacturing returning to the U.S. There is certainly a lot of truth to this assertion. The natural gas boom has changed the economics for the U.S. and is supported by a strong base of consumer demand and very competitive producers of capital goods for export. However, a lot of repatriation is not the result of the cost model but the need to be closer to the source of demand in order to be responsive to market changes — what we term "profitable proximity." This need has generated manufacturing capacity investment in geographies like Mexico, the Caribbean Basin and Eastern Europe. It is also important to note that the return of manufacturing to mature economies doesn't mean factories in greater China are being shuttered. Rather, more of the output is going to domestic demand and expansion has slowed. Our clients are showing an increased interest in Africa although substantial infrastructure and political challenges remain.

**Q What are some current major trends in the use of big data related to retail?**

A Five years ago the Retail Insights team coined the term "omnichannel" to describe how retailers had to change their business models to adapt to consumers who were increasingly engaging them across multiple channels (store, web, mobile, social, call center) and expected a consistent and reliable experience regardless of the channel. Today, we have retail clients hiring chief omnichannel officers and even a university in the U.K. creating a master's program on omnichannel retailing. We are very proud of the influence we have had, and core to the underlying principles is the expanded use of analytics and big data — we have a practice dedicated to it. Retailers are using big data in a number of ways, but one of the most interesting is the concept of "next best action." If I have a recognized shopper in the store, and I know what they are looking at, and I know what they have been browsing on the website, is there a specific offer I should send to

*continued on page 7*

# IDG Sweden rebuilds now-thriving lead-gen business from the ground up

With the company's lead-gen business floundering and drawing complaints from customers regarding the quantity and quality of the leads it was supplying, IDG Sweden Managing Director **Christer Björkin** decided it was time to take action. A little more than a year ago, he began meeting with customers to discuss their concerns and learn more about what they wanted from IDG. "I received feedback from our customers that our lead-gen business was not up to normal IDG quality standards and even that we had a serious issue with delivery in this area," he said.

To turn the business around, Björkin appointed **Dario Nazemson** to the newly created position of head of IDG lead services, working alongside the company's chief digital officer, **Henric Jogin**. "We, as a management team, also sent the message to our organization that our lead gen business would double in FY14, and I spoke about lead gen as a central theme at all our monthly company-wide meetings," Björkin said.

"We decided to rethink our entire lead business from start to finish," said Nazemson, "and rebuild it from the ground up and manage the leads delivery only though digital means." (Previously, the company had several collaborations with local telemarketing firms to supplement its database.) "One of our biggest problems," noted Nazemson, "was not understanding our customers' needs in relation to our databases. We were accepting campaigns without a clear understanding of whether we could fulfill a client's requirements and therefore risked underdelivering."

To remedy that situation, Jogin earlier this year released a rebuilt customer database that contains more complete data on each person and new ways to segment the target groups, "which is one of our greatest strengths in the delivery process today," Nazemson said. "By recognizing our limits, we at the same time became aware of our strengths with the database capabilities and started to rebuild our reputation campaign by campaign. For every campaign we accept today, we try to ensure that we can fulfill a customer's requirements simply by sending targeted emails to target groups in our database. And then we always try to overdeliver by leveraging content on our website and adding editorial newsletters."

*The team at IDG Sweden responsible for the company's lead-gen business includes (l-r):* ***Mats Brandon****, content evaluation;* ***Rini Bergström****, program delivery manager; and* ***Dario Nazemson****, head of IDG lead services.*

"After a year of rigorous testing and measuring, we now have narrowed our efforts down to three essential components that have transformed our process and allowed us to deliver five times more leads and increase revenue 82% year over year as of March 2014," Nazemson said.

Those three components are:

1. Readers' journey
2. Invisible funnel
3. Marketing optimization

> "After a year of rigorous testing and measuring, we now have narrowed our efforts down to three essential components that have transformed our process and allowed us to deliver five times more leads and increase revenue 82% year over year as of March 2014."
>
> Dario Nazemson

When considering how to improve the reader's experience with IDG Sweden's whitepaper library, Nazemson said they took inspiration from successful e-commerce websites like Amazon.com. "We decided to borrow their famous 'people who looked at this product also looked at this' feature, and this, together with an overall redesign of the site, has helped us reach a conversion rate just over 21% (visit to download) and increased the average time on site by a minute."

The second step was to create an "invisible funnel"

*continued on page 6*

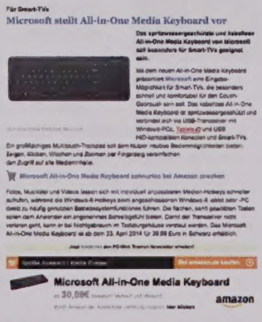
# Amazon Banner program brings PCWelt.de revenue from more than just tech sales

A PCWelt.de reader who likes what she just read in a review of a new Samsung smartphone is just one click away from buying that phone on Amazon.de, thanks to a feature, called an Amazon Banner, embedded in the review. And each of those click-throughs to Amazon adds to IDG Germany's revenue, as do all of the reader's future Amazon purchases.

IDG Germany Business Development Director **Ole Evers** said that Amazon's tracking tool reports that since October, PCWelt.de has had 309,000 clicks on PCWelt.de's Amazon Banners with a conversion rate of 4.96%. That means more than 15,000 items were sold from click-throughs from PCWelt.de, earning IDG Germany 48,800 Euros (US$67,500).

Evers said the Amazon Banner is based on Amazon's Affiliate marketing program, "tuned up with some unique features." Reviewers' and vendors' sites using the Affiliate program receive a commission from Amazon when users click through from a link on their sites to Amazon where they can buy the product. "Amazon Affiliate deals are quite common on many websites," Ever said, "but most of them don't have a great look, and the offer structure is vague. We wanted to create an appealing offer that shows the reader only the product being reviewed and not some product associated with the reviewed one, because a perfect match should increase revenues significantly."

Evers said he and Marketing Specialist **Melanie Koch** were thinking about "an efficient strategy" to increase PCWelt.de's price-comparison revenues. "We had a very good comparison-shopping program in place that matched products' editorial content with a real-time, best-price offers from a variety of merchants," Evers said. "The next logical step seemed to be what we ended up calling the Amazon Banner program."



Für Smart-TVs

Microsoft stellt All-in-One Media Keyboard vor

Microsoft All-in-One Media Keyboard

amazon

***PCWelt.de staff aimed to make the Amazon Banner visually appealing and relevant.***

Creative Online Director **Rainer Bachmaier** designed a template co-branded with the Amazon logo that can be inserted on any product-review page. Empty spaces were left on the template for the name, price and a photo of the product. Senior Software Developer **Fabian Polkehn** created an automated query system to Amazon's application programming interface (API).

Since every product has a discrete, bar-coded European Article Number (EAN), "it was now possible to match every one of our product reviews with Amazon's price for the product," Evers said. "Every time a user opens any PCWelt.de review, the site asks Amazon for its current price of the product by sending the product's EAN as a query to the Amazon API. Amazon.de responds with the information we need to fill the Amazon Banner." When a reader clicks on the banner, a new browser tab opens and leads the reader directly to the product on Amazon.de.

The banner is used with every piece of PCWelt.de editorial content — reviews and news stories — that refers to a product on the market, which Evers estimated at 2,500 articles. "The best uses for the banner are, of course, reviews, as people who read product reviews in general tend to buy the products they're reading about or will at least click on the Amazon Banner because they are curious about the price."

*The Amazon Banner team: (l-r): Senior Software Developer **Fabian Polkehn**, Business Development Director **Ole Evers** and Marketing Specialist **Melanie Koch**.*

When a reader clicks on the banner, Amazon places a sales-tracking cookie in the reader's computer, which has the potential to earn IDG Germany revenue beyond tech products. "We get a large amount of revenue from sales of clothes, gardening tools, home appliances, etc., things we don't review on PCWelt.de but are bought by our readers," Evers said. "The percentage of our commission varies, depending on the total monthly sales."

Contact Ole Evers. ■

## Commissions: a primer

IDG Germany has a cost-per-order deal in which it gets a 7% revenue share for every user led to Amazon from PCWelt.de who buys something, said Business Development Director **Ole Evers**. "Commissions are paid not per order but per item in the user's shopping cart and limited to 10 euros ($13.80) per item."

For example: a man reads a product review of a 700 euro laptop at PCWelt.de. He clicks on the review's Amazon banner. If purchased, the commission for IDG Germany would be only 10 euros as 7% of 700 is 49 euros, but commissions are limited to 10 euros per item. The man decides not to buy the laptop and leaves the site, but an Amazon cookie has been placed on the laptop. Later the man's wife uses his computer to go to Amazon where she buys a pair of sneakers for 140 euros. PCWelt.de gets a sales commission of 10 euros for the sale of the sneakers, even though the wife never visited PCWelt.de.

# noteworthypeople

## Promotions

*Shetty*

**IDC India** Human Resources Manager **Gargi Shetty** has been promoted to Human Resources manager, South Asia. Her new role encompasses HR generalist responsibilties for all IDC business units in India, including CCR and IDC offices in Bangalore and Gurgaon, said IDC Asia Pacific Associate VP **Stephen Vass**. "Gargi will lead recruitment, HR operations, performance management, employee relations and learning and development for IDC Center for Consultancy and Research, bringing her 10 years of experience in human capital management plus her track record of success at IDC India, to the CCR team. Gargi is entrepreneurial, adaptable, humanistic and, most importantly, she wants this opportunity to work with all staff in Bangalore and across India." gshetty@idc.com

## New employees

*Nandakumar*

**Devaki Nandakumar** joins **IDC Center for Consultancy and Research** (CCR) in Bangalore, India, as a human resources executive. Previously a contract employee with IDC India handling recruitment and special projects, she will now focus on the HR role at CCR. She holds a bachelor of commerce degree from Delhi University, an MBA in human resources from Symbiosis and a diploma in computer science from NIIT. Devaki enjoys singing and dancing. dnandakumar@idc.com

*Kasim*

**Deanne Kasim** joins **IDC Health Insights** as research director, Payer Health IT Strategies. She was previously co-founder and senior partner at Santesys Solutions, a boutique health care consulting practice that helped public- and private-sector and non-profit organizations navigate the health care market. She earned a B.A. in marketing as well as an M.S. in IS management from the University of Maryland. A "runner who needs power yoga to stay balanced," she also volunteers with the Westie Rescue of the Mid-Atlantic State and is "owned" by two West Highland White terriers. dkasim@idc.com

*Stimac*

IDG Consumer & SMB's **Greenbot** has hired **Blake Stimac** as a staff writer, producing daily news, features and hardware reviews. He was previously managing editor of IntoMobile and has "a passion for video games and film, particularly the horror genre. I play around with special makeup effects on the side." bstimac@greenbot.com

*Womack*

**IDC** has hired **James Womack** as an adjunct research advisor with its IT Executive program. He was previously a VP, Advanced Technology with Research in Motion, providing research support for BlackBerry's standardization efforts. He holds a B.S., M.S. and a Ph.D. in electrical engineering from the University of Oklahoma and an MBA from Southern Methodist University. jwomack@idc.com

## Transfers

*Wilkinson*

IDG U.K. Enterprise Business Division Publishing Director **Marcus Wilkinson** is now president of Computerworld, Techworld and TechNetwork at **IDG Australia**. "I'm not sure I like the president title; it's a bit fancy for a Brit. But I made it across the globe with four kids in tow and arrived without any left home alone," he said. marcus_wilkinson@idg.com.au

*continued from page 4*

## IDG SwedenLead gen

by leveraging more leads from the websites. Nazemson said they began to experiment with display ads with contextual content. "After reading an article on a particular topic, readers would be served an ad suggesting they download a whitepaper on a similar topic. From a delivery perspective, we are actually using IDG Sweden's websites as an extension of the whitepaper library or a large funnel for our customers' leads. A positive side effect is that we get high-quality leads from the websites during weekends and holidays."

And finally, Nazemson said, they have begun to fine-tune their marketing process "We plan each week like an editorial news team. We send two regular newsletters to more than 25,000 decision makers each week with new assets, copy and subject lines. On top of that, depending on client needs, we will send more than 10 targeted emails each week where we segment target audiences from the 300,000 names in the B2B database.

> "I am confident we will continue this positive journey, and the best proof is when I hear one of our biggest clients ask us to help with lead gen because they have heard from their competitor that we do it so well."
>
> *Christer Bjorkin*

"And this is all optimized to the maximum extent possible. For instance, if we have a client running a campaign with content regarding Windows 8 migration, by looking at user behavior data from our email service provider, we will find an audience segment that still reads email with the Windows XP OS and send the client's Windows 8 assets to this group," Nazemson said. "The information about our target audience in combination with our marketing expertise gives us the possibility to leverage the database that IDG Sweden has built for many years."

"We are still in the early stages of our new lead-gen effort," noted Björkin, "but ahead of plan so far, and in March alone our lead gen business had a turnover of close to 30% of our entire FY13." "I am confident we will continue this positive journey, and the best proof is when I hear one of our biggest clients ask us to help with lead gen because they have heard from their competitor that we do it so well. I believe we are well on our way to regaining our reputation in this area."

For more information, contact Christer Björkin or Dario Nazemson. ■

*continued from page 3*

## One on one

their mobile? Should I send an associate over to offer assistance? Big data and analytics allows the retailer to determine, in real time, the next best action.

**Q What are some energy-related issues that customers are most interested in these days, and how does IDC assist?**

A Our energy practice includes coverage of the oil and gas and the utilities industries. One common thread is the application of the next generation of Internet of Things technology. Companies have been working on initiatives like digital oilfield and smart grid, but raising the level of instrumentation will maximize the value realization of those initiatives, helping oil and gas companies get at more of their available reserves, and utilities to better serve customers.

**Q What are some of IDC's predictions for 2014 in the retail arena?**

A In 2014, fast-followers will chase the 50 global retailers already transforming store, mobile and ecommerce channels; supply chains, merchandising and marketing for the omnichannel customer experience.

By 2016, leading retailers will improve same-shopper sales with immersive commerce driving additional revenue growth of 1.5% and margin growth of an additional 3%.

E-commerce and store platform replacements that enable mobile, integrated and interactive experiences will support a 10% CAGR in commerce investment through 2017.

**Q What are some of IDC's predictions in manufacturing?**

A The push for ever-greater product and process innovation will continue to play a critical role in driving the development of next-generation products and services. Advances in materials science (especially composite materials) and manufacturing (especially 3D printing), as well as growth in the use of embedded software and sensors, will create new opportunities for innovation in product design and engineering, as well as service. The result? Lighter weight, more efficient products (e.g., fuel-efficient aircraft and automobiles), coupled with improved product quality and service through predictive analytics. Also driving innovation in product development will be the increasing power and influence of customer-led innovation networks, such as crowdsourcing, to identify and even to fund new product opportunities.

**Q What are some of IDC's predictions in the energy field?**

A Utilities will hunt for flexibility and innovation in their operations and business models. Some examples:

- Disruptive energy technologies (such as solar, solid-state lighting, grid batteries, compressor-less air conditioning) will continue to impact the power sector.
- The industry will call for new roles for distribution networks, new compensation mechanisms and smart regulation.
- The virtual power plant, already a commercial offering, will become more demand-oriented, enabling new customer engagement models and commercial arrangements.
- Business flexibility will impact legacy IT systems and will call for more agile IT capabilities.

Also, drilling efficiency and production optimization will drive further adoption of big data and analytics, machine-to-machine connectivity and field mobility:

- "Manufacturization" is the new goal for oil and gas upstream operations.
- This requires adjustments to be made in near real-time to drilling and within days for production.
- To achieve gains, oil and gas companies will invest in data acquisition, real-time analysis, and responsiveness. ■

## anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**25**
***Brian Clarke*** *IDC*

**23**
***Paula DeMeo*** *IDG*
***Mandie Johnson*** *IDG U.K.*

**22**
***Trace Weatherford*** *IDC*

**21**
***Dawn Kezar*** *Digital Solutions Group*
***Mary Dolaher*** *IDG World Expo*

**20**
***Julia King*** *IDG Enterprise*

**18**
***Mari Keefe*** *Computerworld*
***Albie Minkovitz*** *IDG Research Services*

**17**
***Robert Amatruda*** *IDC*

**15**
***James Nagle*** *IDC*

**14**
***Jay Gumbiner*** *IDC*
***Paul Honens*** *IDC*
***Jim Galbraith*** *IDG Consumer & SMB*

**13**
***Cheryl Patfield*** *IT World Canada*

**11**
***Duncan Newell*** *IDG Enterprise*
***Nelva Riley*** *IDG Enterprise*

**10**
***Lynn Holmlund*** *IDG Enterprise*
***Anna Boulware*** *IDG Strategic Marketing Services*
***Anh Nguyen*** *IDG Vietnam*
***Susanne Schreiner*** *IDG Germany*
***Mitsuyoshi Nishimura*** *IDC Japan*

**9**
***Veryl Wilcox*** *IDC*
***Linda Cavanagh*** *IDG Connect*
***Rachan Reddy*** *IDG Ventures Vietnam*

**8**
***Andy Fong*** *IDC*

**7**
***Marie Jerbrant*** *IDG Sweden*
***Lars Dobos*** *IDG Sweden*
***Mitsuhiro Iriya*** *IDC Japan*
***Hirotoshi Asano*** *IDC Japan*

**6**
***Jay Chou*** *IDC*
***Regina Hermann*** *IDG Germany*

**4**
***Miguel Rodrigo*** *IDG TechNetwork*
***Dominik Tomaszewski*** *IDG U.K.*

**3**
***Diana Bude*** *IDG Sweden*
***Leonardus Sumarta*** *IDC*
***Mary Moore*** *IDG*
***Christopher Rogers*** *IDG Enterprise*
***Alex Kwiatkowski*** *IDC U.K.*

**2**
***Jennifer Lam*** *IDG Consumer & SMB*
***Peter Mayer, Jr.*** *IDG Global Solutions*
***Eiji Ishida*** *IDC Japan*

**1**
***John Magee*** *IDC*
***Martha Rounds*** *IDC*
***Richard Evensen*** *IDC*
***Sanjay Gupta*** *IDC*
***William Keyworth*** *IDC*
***David Alpert*** *Digital Solutions Group*
***Dean Cournoyer*** *Digital Solutions Group*
***Mike Minkovitz*** *IDG List Services*
***Hannah Silverdahl*** *IDC Sweden*
***Charles Zhang*** *IDC Canada*

# celebrating10+

## Marian Prokop

*Online News Editor Computerworld*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Christer Björkin** *IDG Sweden*
**Ole Evers** *IDG Germany*
**Lynn Holmlund** *IDG Enterprise*
**Simon Jary** *IDG U.K.*
**Dario Nazemson** *IDG Sweden*
**Bob Parker** *IDC*
**Marion Prokop** *Computerworld*

**Home**
Newton, Mass.

**Joined IDG**
July 2000, online editor

**Current title**
As online news editor, I work with my reporters on story ideas, edit and post stories, photos and video from staff reporters and the IDG News Service; keep our home page updated with the freshest tech news; post newsletters each week and promote Computerworld stories on social media.

**Best part of your job**
Working with such talented reporters and editors.

**Job perk**
Having the flexibility to telecommute on occasion.

**Memorable work moment?**
Pat McGovern's holiday visits to the office were always memorable. The people in the office were always excited and a little nervous about seeing him, but Pat was always gracious. It was kind of strange but exhilarating to meet the founder and owner of the company. He is greatly missed.

**I joined IDG because**
I had returned to the Boston area from Seattle where I worked at MSNBC. Computerworld was expanding its online operations. Great call!

**What's kept you at IDG for 10 years?**
Two things: The technology industry is fascinating, and to work in a field where it's your job to provide stories about the most interesting cutting-edge technologies is a real pleasure. Second, the esprit d'corps we have at Computerworld is great. I really enjoy being with the people I work with.

**Best compliment you've received on your work?**
When reporters thank me for the editing work I did on their stories or for tweaking a headline and making it more clickable.

**Interests outside the office**
Gardening, jogging, hiking, exercise class and watching my daughter compete in regattas.

**Family**
My husband Rob and I have one daughter Lizzie, 20, a college sophomore and Division 1 athlete.

**What talent do you wish you had?**
I wish I could play a musical instrument or sing well or make music in some way.

IDG WORLD UPDATE

*Computerworld Online News Editor* ***Marian Prokop*** *has been with Computerworld for almost 14 years.*

**Dream destination**
Once the tuition bills are paid, I would love to go the Galapagos Islands.

**Favorite celebrity encounter**
In the late 1970s, I worked at the Harvard Coop in Harvard Square. I sold a pair of leather gloves to a Radcliffe freshman named Caroline Kennedy. She didn't try them on and didn't ask the price. She just said, "I'll take them" and handed over her Coop card. It was memorable for two reasons: One, being from Boston, meeting a Kennedy was a big deal, and two, I didn't know any college students who could afford to buy leather gloves without trying them on and not knowing the price.

**Manager's profile**
"Marian is a top-notch online editor with a well-developed understanding of the IT industry and which stories and tech topics resonate with our readers. Aside from being cool as a cucumber when editing and posting online stories under deadline pressure, Marian is a strategic multi-tasker who quickly shifts gears depending on the job at hand and is always ready to help out. Best of all, she has an innate ability to work with reporters to consistently coax the best tech stories from them, a real boon for our readers."

*— Ken Mingis, managing editor, news, Computerworld*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION
28 APRIL 2014 | VOLUME 44, NUMBER 17 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

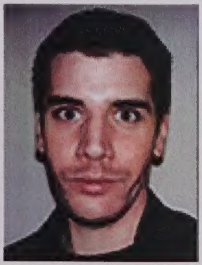
## IDG Enterprise shines spotlight on superior editorial effort

IDG Enterprise held its annual editorial offsite meeting earlier this month at the Sea Crest Beach Hotel in Falmouth, Mass. A highlight of the meeting is the presentation of the Editorial Excellence Awards, better known as the IDGies.

"Colleagues from the CIO Executive Council and IDG Enterprise Events joined our editorial staff at this year's meeting, where we all enjoyed a tribute video honoring **Pat McGovern**," said IDG Enterprise Chief Content Officer **John Gallant.** "Following the video, we raised a toast to our founder, who held dear to the belief that quality, independent content is the foundation of our business. It was fitting, following that tribute, that we announced the winners of the IDGies, which recognize the most compelling content and design produced by our team of journalists. This is the fourth year of the IDGie awards, and each year it gets more difficult to choose the top prize winners from a pool of very worthy stories and designs. We're really proud of this outstanding work."

The awards recognize achievement in the year between editorial offsite meetings. Below are the winners for May 2013 to April 2014, along with Gallant's excerpted remarks.

### Best Single News Story



*Corbin*

**Kenneth Corbin**, contributor, CIO.com, "Aurora" Cyber Attackers Were Really Running Counter-Intelligence"
At a small government IT conference held in a D.C. suburb in early April, a senior Microsoft official said the infamous Aurora attacks executed from China against dozens of major American companies was actually a case of hackers probing U.S. surveillance on undercover agents — not Chinese targeting human-rights activists, as had been reported by Google. Corbin obtained a press pass to the event; however the Microsoft official speaking apparently didn't realize that the

*continued on page 4*

## Also inside

DEMO targets enterprise space with one-day event
One on One: IDG U.K.'s Dawn Briddon
Partner profile: Finnish firm is IDG's oldest licensee

*Employees from IDG and IDC tackled last week's 118th Boston Marathon.*

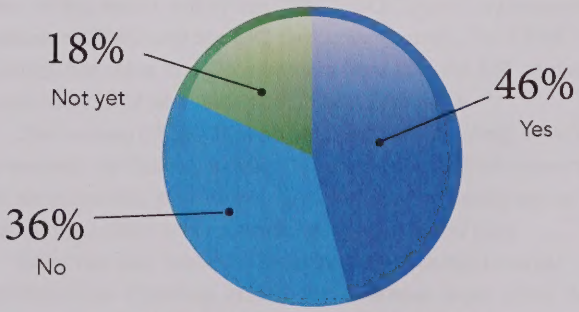
**SEE MORE ON PAGE 7**

*Unsung Hero: IDG Consumer & SMB's Randall Grilli is this week's nominee.*

**SEE MORE ON PAGE 8**

## Question of the week results

Have you changed any passwords as a result of Heartbleed?



**Log on to www.idgcentral.com to vote on this week's question:**

What would you pay for Google Glass?

CLICK HERE

# DEMO targets enterprise space with second one-day event

DEMO Enterprise, held earlier this month in San Francisco, is the second one-day, vertical-market DEMO event, following last year's DEMO Mobile. Twenty-five companies launched products targeting enterprises in categories such as 3D Printing and Wearables, Smart Data, Advertising and Marketing, Cloud Tools, Work and Mobile Enterprise.

"We're seeing a lot of innovation in the enterprise space and a lot of investment in it from the venture-capital community," said **Neal Silverman**, IDG Enterprise SVP and general manager, DEMO. "DEMO Enterprise gives us an opportunity to connect with IDG readers, senior IT executives and CIOs who now see DEMO as more relevant than ever. New, cutting-edge, innovative technology can help big companies differentiate. CIOs can find those technologies at DEMO.

"A one-day event is tightly focused on select topics," Silverman continued, "giving us the opportunity to be selective about the speakers and products selected to launch. It's half the size of the DEMO Fall event but a very efficient model. Attendees can learn and see a lot in one day."

More than 400 companies applied to pitch their new products at DEMO Enterprise. Many of them applied after meeting DEMO Executive Producer Erick Schonfeld and Silverman on DEMO's six-city tour, which partners with leading tech incubators and venture capitalists to attract the hottest startups in each market. Twenty-five finalists were selected by Schonfeld to demonstrate their products, five of which came from outside the U.S. The event drew an audience 500 IT innovators, investors, influencers and executives, paying just under $1,000 to attend.

Over the last year DEMO's format has changed slightly. Demonstrators now have just four minutes, down from six, to demonstrate their products and another four minutes to interact with a judging panel about their products immediately after their presentations. As always, no PowerPoint presentations or promotional videos are allowed.

At the end of the day, the judges voted for the DEMO Gods, the demonstrators that exhibited the most promise to thrive in the enterprise market and showed style, passion and clarity in their pitches. Attendees could also join the voting using the DEMO Enterprise mobile app. The following companies were named DEMO Gods:

- Eko Devices for a stethoscope that digitizes heart sounds from an analog stethoscope and streams them to a smartphone.
- Learnmetrics for a dashboard for educators that aggregates and analyzes student data, uncovers insights and helps teachers turn that data into student success.
- Parklet for scalable employee directories, workflows and quantitative people insights, modeled on the internal team tools built by Twitter and Google.
- ThinAir for high-performance, inexpensive distributed storage delivered as a simple, durable managed service, combining local performance with unlimited cloud scale. (To see the DEMO Enterprise Gods' presentations go here.)

DEMO
AWARDS

*The winners of the DEMO God Awards join DEMO Enterprise Executive Producer Erick Schonfeld (fifth from left) and IDGE SVP and General Manager of DEMO **Neal Silverman** (far right).*

New at DEMO Enterprise was a Startup Focus Pavilion underwritten by SAP. DEMO organizers launched a global competition for startups developing their products on SAP's HANA platform, which combines database, data processing and application-platform capabilities, providing libraries of predictive planning, text processing and business analytics. Twenty firms were chosen, provided with display space in the DEMO Pavilion and invited to a private breakfast and 90-second pitch competition. The three winning startups were given time to pitch their products on the DEMO mainstage. The three were chosen by members of the media and of the DEMO CIO Council, a partnership between DEMO and the CIO Executive Council. The DEMO CIO Council has more than 75 members from Fortune 500 companies, more than 30 of who attended DEMO Enterprise.

Dell backed DEMO Enterprise's web livestreaming, which was promoted via Dell ads across IDG properties to drive viewership. All demonstrator presentations, as well as the event's topical panel discussions and roundtables, can be found here.

Silverman said there will likely be a third vertical-market DEMO in San Francisco in 2015 on "whatever topic is hot. We see these one-day verticals as a chance to capture the most compelling trend at the time."

DEMO Fall will be held in San Jose, Calif., on Nov. 18-20. International DEMOs will be held in Brazil (June 3-4), Russia (June 5), Vietnam (July. 25-26), China (Sept. 26-27), and Kenya (Oct. 24-25). Go to the DEMO web site or contact Neal Silverman. ■

# OneonOne

## Dawn Briddon

*IDG U.K.*

***The chief marketing officer of IDG U.K. is this week's columnist. For more information about IDG U.K.'s Innovation Showcase and using its template, contact her at dawn_briddon@idg.co.uk.***

> "The showcase site itself was designed to be easily transferable and easy to populate, so other businesses can take this template for free and adapt it to create their own country version. The platform used is the popular WordPress CMS and doesn't require any coding experience to populate."

**Q What is the IDG U.K. Innovation Showcase?**

A The Innovation Showcase is a dedicated website that both articulates and showcases IDG's innovative solutions and services portfolio in a new way.

**Q When is it launching?**

A We are currently beta testing with clients and will be going to market officially in the next few weeks.

**Q What was the background to the launch?**

A Our goal was to communicate and showcase to our clients the extensive range of IDG's services and solutions in a way that made sense to them in relation to their marketing structure and strategies. With a portfolio of 89 options and counting, this was quite a daunting task. Out of this re-think was born the "IDG solutions wheel," an infographic approach to articulating everything we do. To take a look at this, click here.

The second stage of the project was about how to most effectively take this to market. We wanted to achieve a real wow factor. Research into what clients and agencies wanted revealed that they were looking for a more dynamic exploration of solutions in meetings rather than standard PowerPoint presentations. Agencies, in particular, also wanted a resource they could tap into. Our solution was to create a dedicated showcase website that not only provided a great platform to show off each of our solutions and services but is also easy for agency and client contacts to navigate outside of our meetings on their own.

We were keen to get this to market as quickly as possible. From concept to final delivery of the website, the project took just seven weeks.

**Q How can people take a look at the site?**

A To deter competitors from getting hold of it easily, we have made the website registration access only. This also lets us track our clients' usage of the site to identify their interest points.

To gain access, IDG employees can register themselves by visiting showcase.idg.co.uk and clicking "register here."

**Q How do you see it being used by IDG U.K.?**

A Principally, we see this as a great sales tool that will enable our teams to dynamically talk through — and really showcase — any solution and services of interest during client meetings or conference calls. This has already proven to be effective in the cross selling of services during our beta-test meetings.

There are several other major advantages.

We see clients and agencies beginning to use this to explore our offerings on their own. From our perspective, even if a client only does one deep dive into the site and gets a real understanding of the breadth of our services from it, this alone has fulfilled our objective. However, I imagine that this will become a reference point on an ongoing basis — especially as we will be using it as the platform through which we will promote new additions and services.

It also has huge internal marketing benefits. Firstly, we are now able to add/amend or update solutions at the touch of a button — which enables us to ensure that all sales collateral and messaging around our solutions is the most up-to-date. It's also a definitive reference point for the sales team and the business on what is available, which is also vital for training new staff.

And this is just the start of our ambitions with this project; we are already looking at how we can build on this website to become a resource that showcases not only our solutions but also our program capabilities with these solutions through case studies, snapshot guides, etc.

**Q How can it be of benefit to the other IDG businesses?**

A Firstly, we hope the solutions wheel model will be of benefit for other businesses looking at ways to articulate and structure their range of offerings to clients.

Secondly, the showcase site itself was designed to be easily transferable and easy to populate, so other businesses can take this template for free and adapt it to create their own country version. The platform used is the popular WordPress CMS and doesn't require any coding experience to populate. IDG Australia and IDG Spain have already expressed a strong interest, and we are liaising with them to get this implemented.

Thirdly, we think this will also help businesses that don't have such a comprehensive solutions set to identify gaps and build up their commercial capabilities quickly. The benefit of being a

*continued on page 7*

event was open to press. The coverage drew immediate attention. Microsoft attempted to discredit CIO.com's published report, saying our reporter had misunderstood; however, Ken had recorded the remarks. The Washington Post credited CIO.com with breaking the story. We also provided the Post a copy of the reporter's tape, which it used in its subsequent story.

### Best Ongoing Coverage

**Dan Tynan**, contributor, ITworld, "Thank You For Not Sharing" blog

*Tynan*

Tynan dives deep into the eroding world of online privacy in the "Thank You For Not Sharing" blog. In a series of posts that serves as an example of his depth of coverage, he pulls back the curtain on data mining giant Acxiom, revealing how Acxiom collects its data, how transparent it is (or isn't) to consumers and the perils of data collection — especially when the data miners get it wrong.

### Best Feature Story (tie)

*King*

**Julia King**, executive editor, events, Computerworld, "Wanted: IT staffers with vertical industry chops"

This story is classic Computerworld service journalism and classic Julia King. She spent countless hours talking with CIOs and IT directors across a wide range of industries, across the U.S. Through careful listening and old-school reporting she unearthed an interesting trend. With nonstop changes in business processes, plus the need to comply with a growing list of government regulations and industry standards, CIOs acknowledged that they are now looking for IT staffers with deep industry expertise, a phenomenon Julia has termed "IT Plus."

### Best Feature Story (tie)

**Dan Tynan**, contributor, InfoWorld, "Tech boom! The war for top developer talent"

A lively chronicle of the new tech boom, this story plunges into the Silicon Valley and San Francisco start-up scene, with examinations of the cultures and technologies behind the bloviating.

### Best Staff Blog

**Sharon Machlis**, online managing editor, Computerworld, "Data Avengers" series

*Machlis*

Talk about revealing the personality of the blogger! You can either meet Sharon in person or read her blog, "Machlis Musings." Either way, you'll know you're in the presence of a first-order data geek.

### Best External Blogger

**Todd Weiss**, CITEworld, "Tales From the Cloud"

*Weiss*

Every week, contributor Weiss shows incredible persistence in hunting down and interviewing IT managers at companies large and small to discover how they're selecting, deploying and using consumer and other cutting-edge technologies in the workplace. He goes beyond the simple 'what' and gets into details like what problems they ran into, how they judged the product versus competitors and how they got employees on board.

### Best Team Effort

*Gruman*

*Dineley*

**Galen Gruman**, executive editor; **Doug Dineley**, executive editor, Test Center; **Jason Snyder**, senior editor; contributors **Ben Barbante** and **Woody Leonhard**, InfoWorld, "Windows Red"

Windows Red was an ambitious venture that involved much of InfoWorld's editorial team. The lion's share of credit goes to Gruman, who wrote the mainbar and slideshow text; contributor Ben Barbante created the slides; Dineley, Leonhard and others added details and contributed to the overall direction. Snyder created the navigation and helped assemble the overall package.

### Best Review or Product Test (tie)

**Serdar Yegulalp**, senior writer, InfoWorld Review: "Box beats Dropbox — and all the rest — for business"

*Yegulap*

An ironclad, crystal-clear comparison of five cloud file sharing services that captures the character of each player.

**Steven J. Vaughan-Nichols**, freelance blogger, ITworld

*Vaughan-Nichols*

"Running Linux on a Windows PC: Your getting started guide"

It used to be easy to run Linux on any PC. That changed with Windows 8 and Secure Boot, but it's still doable. This article walks you through all of the options, explaining along the way which are best for what type of user, and offering detailed instructions.

### Best Slideshow

**Ann Bednarz**, assistant managing editor, features, Network World and **Steve Sauer**, art director, Network World

"Top tech hoarders: 15 companies with huge cash piles"

*continued on page 5*

Bednarz

A lot of research went into this by Ann, because companies tend to report this information in different ways in different parts of their annual reports. To identify the top companies you have to rule many others out, meaning the research is even more involved than the end product suggests. But the other great thing about this slideshow is the way that Steve was able to not only highlight each company's cash pile but also show how the companies' cash hoards compared to each another. Steve also was able to distinguish between two kinds of cash — cash in the bank vs. cash tied up in short-term investments — without making the slides too busy. The main story that went with the slideshow also has cool art — an animated gif with piles of money moving down the conveyor belt.

### Best Social Media Outreach

**Jason Snyder**, senior editor, InfoWorld, Tweet of the Day
Tweet of the Day started last year and was made much easier by Snyder, who created the spreadsheet used to coordinate that effort. It has worked perfectly.

### Best Video

**Keith Shaw**, multimedia content editor, IDGE; and **Sharon Gaudin**, reporter, Computerworld, "Machine gun-toting robots may soon back up U.S. soldiers"
Sharon received some pretty exclusive access to an event at Fort Benning, Georgia, in which robot manufacturers were demonstrating their robots' ability to fire machine guns at military dummies. We were able to produce two news-style videos along with the raw footage from the demonstration practice, as well as slide shows and several stories. This showed the power of how video can complement a story package to produce large amounts of page views and video views.

Gaudin

Shaw

Mayor

### Best Insider Package

**Tracy Mayor**, features editor, Computerworld "How to get a job in IT" series
This popular Insider series goes beyond the generic exhortations to IT job seekers ("Update your skills!" "Focus on keywords!") to dive deep into four lucrative verticals with plentiful job openings and salaries higher than the national average. The goal is to answer reader questions and ease their anxieties about job shopping in these niche markets by providing vertical-specific details from multiple senior IT managers with boots-on-the-ground experience.

## Design Winners

Methodology: We established a judging panel comprising design experts from across IDG Enterprise. Each judge was asked to rank the entries. The entry with the highest total points in each category was the winner. For overall design, designer with the highest total points across all categories was the winner.

Haas

Best Cover, **Terri Haas**, art director, IDGE, for "Big Data From Above"
Best Feature Opener, **Terri Haas** for "Big Data From Above"
Best Infographic, **Steve Sauer** for "CEO Pay Trends"
Best Slideshow, **April Montgomery**, art director, IDGE, for "Negotiation Tips for IT Pro"
Best Digital Spotlight, **April Montgomery**, for "What's New in the Cloud"
Designer2Designer Award: Best Overall Design, **April Montgomery**

## Chief Content Officer Award winners

This award is given to IDG Enterprise editorial staffers who go above and beyond their normal jobs to help their colleagues and advance the art and science of journalism at IDG.

**Galen Gruman**, executive editor, InfoWorld
Galen took over for **Brian Carlson** [editorial director/editor-in-chief] in serving as the editorial point person for Project Scale, a time-consuming and challenging job that involves many meetings, lot of explanation and detail tracking, as well as a lot of diplomacy in trying to balance the needs of all stakeholders in the project. This is in addition to contributing greatly to InfoWorld's continued growth and success.

Traynor

**Steve Traynor**, art director, CSO
As design director at IDGE, Steve manages and updates the group's InDesign templates and creates new workflows for our K4 platform. Steve also took the lead in learning the image aspects of the new CMS and has passed that knowledge along to his design colleagues. He has also managed the massive migration of some 2,500 images in the group's ResourceSpace repository to the new CMS. Steve has brought valuable insight to our work with image copyright issues, as well as our stock-house subscriptions and contracts. All of this is in addition to the creative design work he produces regularly for both CSO, ITworld and Computerworld. ■

*Partner profile*

# Finnish firm is IDG's oldest licensee

**Company name**: Talentum Media Oy

**Location**: Helsinki, Finland

**Brands published under license to IDG**: Tietoviikko (Computerworld), print and online; MPC (PC World), print and online and CIO, print and online.

**IDG-licensed events**: 20, including CIO 2014, Information Security Summit and ERP 2014.

**Number of employees**: 15 dedicated to IDG titles; 760 total.

**Primary IDG contact**: Editor-in-chief Mikko Torikka

**Year license signed with IDG**: 1983. According to Torikka, former Talentum CEO Heikki Lehmusto attended a FIPP conference in Washington, D.C., in 1982 where he heard IDG Chairman **Pat McGovern** speak about Computerworld. He thought a similar magazine would be successful in Finland and arranged a meeting with McGovern, which resulted in IDG's first license agreement in January 1983. Talentum Media Oy's 30-year relationship with IDG predates IDG's establishment of a formal licensing department, which was launched in 1988.

**Competitive landscape**: "There aren't many print ICT publications in Finland any more," Torikka said. "Talentum acquired MPC's closest competitor, Tietokone, early this year, and it is now part of our ICT portfolio. We'll make decisions about our brand portfolio later this spring, deciding if we're going to keep all our IT brands, combine some brands or create a new one." On the online side, Talentum is facing "tough competition," Torikka said. "The largest publisher in Finland, Sanoma, has strong brands such as Digitoday, Taloussanomat and IT-viikko. The largest business title in Finland, Kauppalehti, is strong in IT advertising. We're smaller than our competitors, so we have to have more active salesmen than our rivals in order to get the deals. Size really matters in the online business. However, we are well-known in the industry. People respect us, and they don't dare to not answer our calls. My team is very versatile and really into new things."

**Benefit of partnering with IDG**: "The most important thing we get from the partnership, in addition to some ad and event revenue, is the exchange of ideas and information from IDG Central, IDG World Update and the Global Product Line Meeting. It really helps us in the Finnish market," Torikka said.

**On the transition to digital**: Finland is "a few years" behind the U.S., according to Torikka. "We're still getting a fair share of revenue from print subscriptions, but that revenue is decreasing. We're tackling that challenge with our new digital product, Summa, which was launched last year. Summa is a subscription-only app for computers, tablets and smartphones that allows users to subscribe to our magazines and buy our e-books. Summa also has topic channels, so a user can subscribe to, for example, the ICT channel, which has all our ICT-related content from our different brands." Torikka said Talentum expects to get around one third of Tietoviikko's subscription revenue from Summa this year with the other two thirds coming from print subscriptions.

*Front row (l-r): **Mikko Torikka**, editor-in-chief; and **Jouni Junkkaala**, managing editor. Standing: **Jonna Vuokola**, managing editor; **Olli Vänskä**, reporter; **Leila Nurminen**, art director; **Nina O'Shea**, domestic and international advertising sales; **Nina Pulliainen**, business director, Events; **Kauko Ollila**, senior writer; **Tiina Siltala**, staff writer; **Ossian Hartig**, reporter; and **Ossi Jääskeläinen**, staff writer.*

**Non-IDG-licensed products**:
Talouselämä, a business weekly in print and online; Arvopaperi, a business monthly focusing on the stock market in print and online; Markkinointi & Mainonta, a biweekly for the marketing industry; Tekniikka & Talous, a technology weekly in print and online; Mediuutiset, a weekly for medicare professionals in print and online; Fakta, a monthly for human resources professionals; and Tekniikan Historia, a quarterly magazine about the history of technology.

Talentum has also been active in the Swedish market since 2005, when it acquired Ekonomi & Teknik Förlag, which published Affärsvärlden and Ny Teknik. The company was rebranded as Talentum Sweden and publishes eight magazines on business, IT and IT history, workplace safety and consulting. ■

# noteworthypeople

## New employees

Pien

**Sean Pien** is the new country manager for **IDC Taiwan**, charged with driving growth, achieving sales and focusing on customers. He was previously general manager of International SOS, responsible for overall business development and finance. He has also worked for Hewlett-Packard, Autonomy Taiwan Ltd., Cisco Taiwan and EMC. A graduate of National Chiao Tung University, he holds a B.S. in computer science and an MBA with a focus MIS/financial engineering. In his free time he enjoys golf, travel and spending time with this six-year-old son. spien@idc.com

Wu

New at **IDC China**'s China Business Development team is Sales Manager **Vince Wu**. He was previously a sales manager with IBM and has also worked for Lenovo and Digital China. vwu@idc.com

Fong

**IDC Hong Kong** has hired **Gareth Fong** as an account director. Previously an account management director with Thomson Reuters, he holds a degree in business administration and enterprise from the U.K.'s Birmingham City University. In his free time he enjoys following Premier League football and Formula One racing and playing tennis. gfong@idc.com

Loh

**Jennie Loh** joins **IDC Singapore** as a research manager with the Imaging Printing Document Solution team. She has 18 years of experience in the imaging field and enjoys golfing, shopping and travel. jloh@idc.com

*All business units and IDG licensees are invited to send information about newly hired and promoted employees to world_update@idg.com for inclusion in the Noteworthy column.*

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**22**
**York von Heimburg** *IDG Germany*

**21**
**Zdena Vratislavovà** *IDG Czech Republic*

**19**
**Karen Smalarz** *IDG*

**16**
**Henrik Almèn** *IDG Sweden*

**15**
**Curtis Price** *IDC*

**14**
**Dagmar Schütze** *IDG Germany*

**12**
**Kevin Brodie** *IDC*

**11**
**Linda Grier** *IDC U.K.*
**Ladislav Piprek** *IDG Czech Republic*

**10**
**Rene Heuser** *IDG Germany*

**9**
**Jakub Stolarski** *IDC*

**8**
**Manfred Riepl** *IDG Germany*

**7**
**Hitoshi Ichimura** *IDC Japan*
**Daniel Feith** *IDG Germany*

**6**
**John Dodge** *IDG Strategic Marketing Services*
**Sven Hollunder** *IDG Germany*
**John Delany** *IDC U.K.*

**5**
**Marius Flückiger** *IDG Switzerland*
**Jeroen Boer** *IDG Netherlands*

**4**
**Luiz Mazetto** *Now!Digital Business (Brazil)*
**Nathalie Feeney** *IDC France*
**Joern Leue** *IDG Germany*
**Halyna Kubiv** *IDG Germany*
**Benjamin Tumminaro** *IDG Netherlands*

**3**
**Dennis Steimels** *IDG Germany*
**Arnaud Gagneux** *IDC U.K.*
**Spencer Izard** *IDC U.K.*
**Semir Jasarevic** *IDG Sweden*

**2**
**Brian Eastwood** *IDG Enterprise*
**Edileuza Soares** *Now! Digital Business (Brazil)*
**Maria Frank** *IDG Germany*
**Florian Heider** *IDG Germany*
**Henk Jan Buist** *IDG Netherlands*

**1**
**Jessica Papachriston** *IDG Digital Solutions Group*
**Yasmin Vahdatpour** *IDG Consumer & SMB*
**Alma Gonzalez Lamadrid** *IDC Mexico*
**Victor Perez Torres** *IDC Mexico*
**Paula Berenàrd** *IDG Sweden*
**Piotr Pietruszynski** *IDG Poland*

*continued from page 3*

## One on One

global business is that someone in IDG is on hand to help. For instance, while at IDG U.K., most of the solutions we offer are now done in-house, some will be fulfilled by other business units at the moment as we test the market. This helps us to attract revenue from clients and launch first-to-market solutions quickly in the U.K. but without having to invest heavily in local resources first. This more transparent approach to our business capabilities across markets will, we believe, help to speed up innovation adoption and help foster shared learning across IDG business units. ■

# IDG Strong!

14468
VERNON
29 7
adidas
4 3
adidas
27903

*IDG and IDC were well-represented at last week's Boston Marathon. From left: IDC's **Frank Gens** and **Vernon Turner** and IDG's **Fred O'Connor** and **Jillian Gardner**.*

# unsunghero

## Randall Grilli

*Consumer and Product Marketing Manager*

*IDG Consumer & SMB*

*IDG Consumer & SMB President **Bob Melk** named **Randall Grilli** his team's Unsung Hero. "Randall is the product manager for our digital magazines, digital Daily Readers and digital Superguides. He's unsung primarily because no one quite understands what he does, but I can tell you that it is hugely valuable because his products bring in approximately $2 million in subscriber revenue for our business, and that number is growing."*

**Name** Randall Grilli

**Home** Lafayette, Calif.

**Primary job responsibilities** Product management of the digital magazines, which is a profitable user-generated revenue stream for CSMB. I recently was given back ownership of product management of our CSMB apps and continue to help manage the Superguides program. I market our products and their various editions through our owned and operated sites, partners and other channels. For our sales teams and partners I develop features that allow us to generate revenue through advertising opportunities, partnerships and other programs.

**Three things I do in a day's work**

- Meet with our magazine team, our solutions providers and/or new vendors to determine how we can improve the magazine experience, develop a better means for production or expand our product offering to generate greater revenue.
- Work with members of the sales team to complete RFPs or identify new opportunities and programs within our premium content offerings to attract clients or create more successful campaigns.
- Create marketing collateral for campaigns, CSMB websites and/or other projects.

**A hot-button issue I'm dealing with** Trying to implement ways we can take advantage of the best practices and features we've developed on the web and incorporate them in the digital magazines to increase their profitability. Things like running DFP (DoubleClick for Publishers, our ad server) ads within the magazines for increased program reach or running pre-roll on the videos we insert within the magazine through the Brightcove player we use on our sites.

IDG WORLD UPDATE

*Consumer and Product Marketing Manager **Randall Grilli** joined IDG Consumer & SMB in January 2012.*

**Latest accomplishment** Creating better analytics for our magazines with our new digital magazine analytics provider, Localytics, as well as implementing unified analytics between the pages hosted at our fulfillment house and our CSMB sites to get better insight on how to grow our subscriptions.

**Career highlight**
My work on managing the PCWorld print-to-digital transition. It was a major project that took over a year and involved coordinating with nearly every department in the company. It was a great success and allowed us to end our FY13 on a positive note.

**Interests outside the office** I like to run every day and would play tennis every day as well if I could find a partner willing to play as much!

**What others can't tell just by looking at me**
I'm an Eagle Scout, I've played the piano since I was four and I hate losing more than anything.

IDG World Update
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Dawn Briddon** *IDG U.K.*
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**Neal Silverman** *IDG Enterprise*
**Mikko Torikko**
Talentum Media Oy

# IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

14 APRIL 2014 | VOLUME 44, NUMBER 15 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

Macworld/iWorld
THANK YOU FOR ATTENDING. SEE YOU NEXT YEAR
MARCH 12-14, 2015
Macworld iWorld

## Thirtieth Macworld/iWorld event focuses on prosumers

*Thousands of Apple users flocked to see the products of 192 exhibitors and 77 app developers in the event's Appalooza area and listen to more than 50 tech talks and keynotes from industry leaders.*

**SEE MORE ON PAGE 4**

## Also inside

IDG Germany monetizes video at annual CeBIT expo

IDG Czech Republic holds fourth ICT for Schools event

Management Excellence Program graduates new class

One on One: IDG CSMB Editorial Director Jason Snell

IDG Germany focuses on LOB decision makers

*Staff at IDC Brazil prepare to donate chocolate eggs to children served by a local cancer charity.*

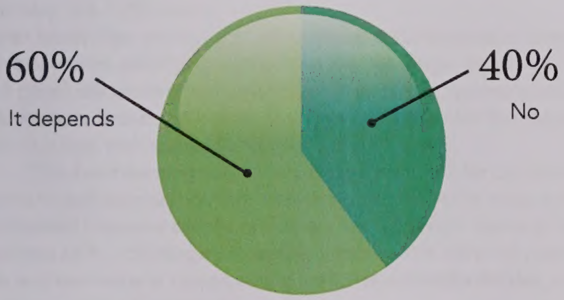
**SEE MORE ON PAGE 7**

*Unsung Hero: IDC Brazil Market Analyst Diego Silva is this week's nominee.*

**SEE MORE ON PAGE 8**

## Question of the week results

Do a CEO's political beliefs have bearing on his or her suitability to lead a company?



**Log on to www.idgcentral.com to vote on this week's question:**

In which European country did the tradition of the egg-bearing Easter Bunny begin?

CLICK HERE

## It's show time

JOHN STALEY

*Among the IDG World Expo staff at Macworld/iWorld (see page 4) were: (back l-r): Marketing Manager Jay Long; Associate Show Director Bryan Rusciano; VP, General Manager Macworld/iWorld Paul Kent; and Senior Vice President Michael Carroll. Middle: Operations Manager Janet Pitt; Senior Manager, Conferences & Programs Kathy Moran; and Sales Manager Susan Celli. Front row: Human Resources Generalist Lucy Sandison; VP, Events Nina Carrara; and Senior Registration and Housing Manager Stephen Galeotalanza.*

# IDG Germany's sales-related videos at CeBIT prove lucrative

IDG Germany put video front and center during many of its client-related activities during CeBIT last month, producing some 40 videos, including the fourth annual Elevator Pitch program, livestreams from the Computerwoche Jobs&Career Forum and vendor interviews.

During the Elevator Pitch, company executives ride between floors with CIO Editor-in-chief **Horst Ellermann** while delivering a 30-second marketing message about the products or services they're featuring at the show. Ten clients paid 900 euros (US$1,234) each for the program; all but one were sold prior to the event.

The videos will be displayed on CIO.de and Computerwoche.de for two years. In the first few weeks after CeBIT, site visitors were invited to vote for the best pitch, and the winning company will be announced on the sites' home pages this month. The winner receives 100,000 free ad impressions run-on-network (leaderboard or skyscraper) and two free daily newsletter text ads. The clients retain the copyright to use the videos for their own marketing purposes.

*IDG Germany staff who worked on the CeBITvideos included (Front, l-r): Project Manager New Business & Design* ***Stephanie Richtmann****, Project Manager Video & Webcast* ***Karolin Pichler****, CIO Editor & Executive Relations Manager* ***Riem Sarsam****.(Back, l-r): Head of Media Production* ***David Bhulapatna****, Chief Cameraman* ***Bernd Fischer****, Apprentice Media Production* ***Adrian Martin****, CIO Editor-in-Chief* ***Horst Ellermann****.*

This year's improvements included a better video quality, using a high-definition GoPro camera fixed at the elevator ceiling and a three-person camera team — two more staff than before.

The Computerwoche Jobs&Career Forum, another CeBIT mainstay, is a 1,000-sqare meter booth that serves as an educational and information resource for job seekers and hiring companies. On the stage, presentations and panel discussions featuring industry speakers, sponsors and IDG editors were broadcast live on Computerwoche.de for the second year in a row, with some 20,000 viewers tuning in.

"The livestreaming was an opportunity not just for our sales teams to sell premium quality recordings, it was also a project that demanded intensive collaboration between different teams in our business unit — Strategic Marketing Services, the editorial team on site and our website management staff," said **Karolin Pichler**, project manager, Video & Webcast.

The team also conducted several videos with HP and TrendMicro representatives who talked about new products and services showcased at CeBIT. Clients paid between 3,000 and 5,000 euros (US$4,180 to $6,900) depending on the length and degree of customization and could use those for their marketing efforts as well.

Write to Project Manager New Business & Design Stephanie Richtmann. ■

# Educators learn about IT trends, products at Czech Republic event

***Attendees crowded into the conference hall at Malostransky Palace, located in the heart of historic Prague.***

IDG Czech Republic held its fourth annual ICT for Schools event last month, which informs the educational community about IT trends, products and services that will soon become standards in the Czech education system.

The 180 attendees paid a sliding-scale entrance fee: 600 CZK (US$30) for school and government employees, 700 CZK ($35) for subscribers of IDG Czech publications and 1,500 CZK ($75) for business representatives. For the first time, the Czech ministry of education supported the event and provided a keynote speaker. Ten partners, including Samsung and Epson, also participated. Most had exhibits for attendees to browse during breaks in the conference, which consisted of general sessions.

Write to Event and Conference Director Jan Raboch. ■

## IDG Spain produces Big Data conference

IDG
COMPUTERWORLD
IBM
BI
DATA
HACIA U
GESTIÓ
HOTEL RITZ MADRID
INFORMACIÓN

***María José Marzal****, editor-in-chief of Computerworld Spain, welcomes attendees to last week's half-day conference on Big Data. The Madrid event, which was livestreamed and is available on demand to visitors who register on Computerworld.es, focused on the need for enterprises to upgrade their IT systems in order to gain competitive advantage of the growing volume of corporate data.*

# OneonOne

## Jason Snell

*IDG Consumer & SMB*

***The editorial director of IDG Consumer & SMB is this week's columnist. Reach him at jsnell@idgcsmb.com.***

> "We're starting video series, hiring a new video producer, coming up with ways to shoot fast quick-reaction videos after breaking news events, experimenting with Google Hangouts and video-casting our podcasts. You name it, we're trying to do it."

**Q Is Greenbot off to a good start? How has that launch affected Android-related content in TechHive?**

A Greenbot is going well so far! We generated 176,000 uniques and 377,000 page views in its second full month. As launches go, it seems to have gotten off the ground faster then either TechHive or CITEworld. We're doing much less Android content on TechHive now. We're still doing some, but a lot of that material is moving to Greenbot. Two of TechHive's editors transferred over to Greenbot a few weeks after we launched.

**Q What did you learn during the launch of Greenbot that you can share with colleagues regarding bringing this or any new brand to the market?**

A Launching sites is hard, but it can be done, and it can even be done quickly. A lot of people at IDG Consumer & SMB and the Digital Solutions Group worked hard to get this thing launched fast. We even had some editorial help from the editors at IDG Enterprise who commissioned some stories to get us off the ground. The most important lesson I learned, though, is to get staff to launch your sites for you. I had to do a lot of the editorial work to launch Greenbot; it became sane once Executive Editor **Jason Cross** and Staff Writer **Florence Ion** came on board, and PC World Editor-in-chief **Jon Phillips** was also able to give it some more of his supervision.

**Q What are the main elements of the new strategy behind TechHive?**

A TechHive, when it launched, was sort of a product subset of PCWorld. Now TechHive is a site that is the host to blogs on what we believe to be the hottest topics in consumer tech. Right now, those topics include wearables, car tech, home tech and social media. These are hot topics covered by smart writers who are becoming experts in their field. Some of these blogs might actually graduate one day, as Greenbot did, to their own new IDG sites, but in the meantime TechHive is an incubator for us to cover hot new topics, since we don't need to launch a new site in order to cover a new topic.

**Q What did Macworld do to commemorate the 30th anniversary of the Macintosh launch earlier this year?**

A We did a big feature package in the magazine and a series of stories on the Web site. This time, we interviewed people who were early fans of the Mac and got their perspective about where the Mac has been and where it's going. Then we were fortunate to have a chance to do an exclusive interview with Apple executives Bud Tribble (who was on the original team), Phil Schiller, and Craig Federighi on the occasion of the 30th. Only Macworld, ABC News, and *The Wall Street Journal* got to talk to Apple execs on the 30th, and our story was by far the best. So that was a great moment.

**Q What were some highlights of Macworld's involvement during the recent Macworld/iWorld?**

A Macworld editors appeared throughout the show, including a bunch of sessions on the show's main stage. This was because of a collaboration between IDG CSMB and IDG World Expo, most specifically between IDG World Expo General Manager of Macworld/iWorld **Paul Kent** and myself, Editor **Dan Miller** and Senior Editor **Chris Breen** on the Macworld side. I hosted an opening keynote panel about the future of Apple to kick off the show, but there were numerous other sessions, including ones hosted by Chris, Senior Editor **Dan Moren** and Associate Editor **Serenity Caldwell**. We also had the Macworld Live stage on the show floor itself, which featured programming during the entire time the show floor was open. Macworld editors visited every booth, wrote dozens of stories and produced numerous videos and handed out the annual Macworld Best of Show awards. It was a busy few days!

**Q What is IDG Consumer & SMB doing in terms of monetizing video?**

A Being in editorial, I don't really think in terms of monetization. The message we've heard, time and again, is that video advertising is a growth area and that there is an opportunity here if we can increase our video views. As a result, we're trying hard to find ways to increase our video production while also improving it. From January 2013 to November 2013 we quadrupled the number of video views on our sites — a huge step forward. And yet it wasn't enough to meet demand. So we have more to do this year. We're starting video series, hiring a new video producer, coming up with ways to shoot fast quick-reaction videos after breaking news events, experimenting with Google Hangouts and video-casting our podcasts. You name it, we're trying to do it. ■

# Thirtieth Macworld/iWorld focuses on prosumers

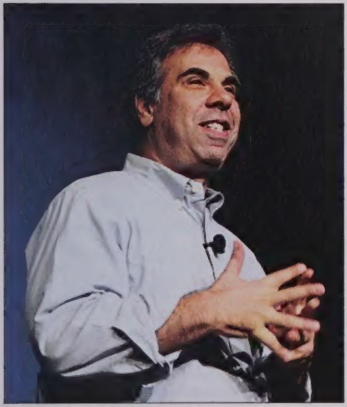
## *Third-party innovators and developers remain key to three-day event*

Apple's Macintosh computer celebrated its 30th birthday in January, and last month IDG World Expo's Macworld/iWorld trade show followed suit with its 30th edition. Held March 27-29 at San Francisco's Moscone Center, the event attracted thousands of Apple users who flocked to see the products of 192 exhibitors and 77 app developers in the event's Appalooza area and listen to more than 50 tech talks and keynotes offering insights and training from industry leaders.

**Paul Kent**, IDG World Expo general manager of Macworld/iWorld, estimated that about 70% of Macworld/iWorld attendees were "pure consumers" and 30% attended for business purposes. "Our focus over the past few years," Kent said, "has been what we feel is the core audience for all Macworld-branded products that IDG offers: the prosumer — the motivated, invested consumer."

He added that the focus on third-party innovation has always been key to the show. "The spotlight is on them," he said. "Apple isn't here anymore; we don't pretend that they are. The show is what it is. We try to make it viable and vibrant."

Kent called the apps, utilities and accessories on display this year "stellar. We got wonderful coverage of the show floor by the media, which really enjoyed the innovation on display." It was also fun, he said, to offer some broader tech topics to this year's Macworld/iWorld audience in the event's conferences, topics, he said, that were of interest "to the technology enthusiast, things like what you need to know about the NSA, what the Bitcoin movement is all about and a fun interview with a legendary [game] developer turned film maker Robyn Miller of 'Myst' fame."



*IDG World Expo Macworld/iWorld General Manager **Paul Kent** said the event was designed to "emphasize IDG as a premier and trusted source of information."*

According to Kent, part of IDG World Expo's strategy for this year's Macworld/iWorld was "to emphasize the talent here at IDG as premier and trusted sources for information." Hosting keynote panels were IDG Consumer & SMB SVP/Editorial Director **Jason Snell** ("The State of Apple Technology") and IDG Enterprise SVP and Chief Content Officer **John Gallant** (who hosted a panel on "What Enterprise Wants from Apple" at the parallel MacIT conference). A variety of writers and editors from Macworld magazine were scattered across the agenda, leading discussions on topics such as "Top iOS 7 Tips" to "Creative Workflows from Professional Creatives."

Macworld/iWorld
THANK YOU FOR ATTENDING, SEE YOU NEXT YEAR
MARCH 12-14, 2015
Macworld iWorld

*The Mac faithful swarm into San Francisco's Moscone Center on the opening day of Macworld/iWorld 2014.*

New at this year's event was a streamlined check-in using the iPhone's Passbook and iBeacon technology. As preregistered attendees entered Moscone Center, they received an alert via their iPhone's Passbook app that displayed a barcode pass for express check-in on the lock screen of their iPhone. Instead of using traditional GPS or WiFi technology, which is less accurate indoors, iBeacon uses Bluetooth low-energy technology, which also benefited users by not draining their phone batteries. IDG World Expo partnered on the technology with Twocanoes Software, a creator of Mac, iOS and Beacon hardware, software and apps, and Passjoy.com, a developer of Passbook and iBeacon user experiences.

The same technologies were also used for the first-ever Macworld/iWorld/Macworld magazine iBeacon Scavenger Hunt. The theme for the interactive scavenger hunt was 30 Years of the Mac, and through a series of clues found on posters throughout the show, participants had to find and scan four specific 2D barcodes. Participants who collected all four received a three-month free subscription to Macworld and were entered into a drawing for a MacMania cruise to the British Isles. (MacMania cruises give Mac users, both new

*continued on page 5*

*continued from page 4*

## Macworld/iWorld

and experienced, a chance to study with some of the industry's leading Mac experts at sea combined with vacation ports of call.)

"We are always excited when we get a chance to provide Macworld/iWorld attendees the opportunity to interact with the latest Apple technology at our event," Kent said. "Partnering with Twocanoes and Passjoy.com to utilize iBeacon technology and the Passbook App enhances the attendee event experience and is a great example of the innovation we showcase at Macworld/iWorld."

Macworld magazine editors fanned out across the event not only to report the news but also to choose stand-out products for their annual Best of Show Awards. Among the 11 winners were a home-monitoring system with facial recognition, an app that motivates kids to do their chores, a video-stabilization engine and a thermal camera.

"The enthusiasm from attendees and in the print, social and web media has been extraordinary," Kent said. "Macworld/iWorld is in a wonderful place to continue to serve the hard-core Apple user market, and we continue to innovate with programs that will refresh and grow our audience."

Main Stage
Help Desk:
Mac 911: Tips, Tricks & Troubleshooting
@MacworldExpo
#Macworld2014

*Macworld Magazine Senior Editor* ***Chris Breen*** *leads one of the three-day event's many educational sessions.*

Macworld/iWorld 2015 will take place in San Francisco March 12-14. For more information go to the Macworld/iWorld site or contact Paul Kent. ■

## Management Excellence Program graduates class of 2014

*Front (l-r):* ***Matt Egan****, IDG U.K.;* ***Damian Madden****, IDG U.K.;* ***Mukesh Dialani****, IDC;* ***Monika Kumar****, IDC;* ***Lori Spendley****, IDG Enterprise;* ***Christian Christiansen****, IDC (standing). Second row, (l-r):* ***Nicole Raymond****, CIO Executive Council;* ***Holly Muscolino****, IDC;* ***Kim Robinson****, IDC;* ***Alejandro Floreán Rodríguez****, IDC Latin America;* ***Robert Mahowald****, IDC.. Third row (l-r):* ***Rari Hilditch****, CIO Executive Council;* ***Liam Baker****, IDG Netherlands;* ***Matt Lawton****, IDC;* ***Kuba Stolarski****, IDC;* ***Zack Stern****, IDG Communications;* ***Olga Bazhenova****, IDG Communications;* ***Jonathan Guloyan****, IDC. Fourth row (l-r):* ***Jonathan Busse****, IDG U.K.;* ***Rob Schultz****, IDG Consumer & SMB;* ***Michael DeHart****, IDC;* ***Denis Arcieri****, IDC Brazil;* ***Jason Cunliffe****, IDC;* ***Debra Bulkeley****, IDG Enterprise;* ***Richard Evensen****, IDC;* ***Martin Kylberger****, IDC CEMA (Prague);* ***Patrick Kenney****, IDG International Publishing Services.*

Managers representing IDC and IDG offices in the U.S., U.K., the Netherlands, Brazil and the Czech Republic learned more about their management style and how to enhance their leadership skills during the three-day IDG Management Excellence Program.

As with other corporate training programs, participants were nominated by their business unit leaders.

Hosts for the program, held last month at the Babson Executive Conference Center in Wellesley, Mass., were **Alana Dros**, trainer, IDG Training and Development; **Patty Chisholm**, SVP Human Resources, IDG Enterprise, CIO Executive Council & CSMB; and **Carolyn Yanuskiewicz**, senior coordinator, IDG Training and Development.

Representatives from a variety of business units led sessions on management practices and shared lessons learned from their own experiences.

More details about the program are available with this article on IDG Central. For more information, write to Alana Dros or Senior Director, Learning & Development and HR Laurie Butson.

# IDG Germany blog, expo give LOB decision makers tools to evaluate SaaS purchases

IDG Germany, in conjunction with expo and conference producer Messe Berlin, recently launched two new ways for IT decision makers to make better software-as-a-service (SaaS) buying decisions. The ToolsMag.de blog went live in January, and Tools Expo will premiere in Berlin next month.

"The days when web-based tools were a topic for only IT specialists are history," said **Sebastian Woerle**, IDG Germany associate publisher and VP, Sales. "For some time we have been learning how to identify the products for an era of a third platform. Line-of-business [LOB] decision makers increasingly need better information and tools on SaaS to improve their involvement in the IT buying process. However, we will not necessarily reach them with our existing IT-focused platforms. At ToolsMag.de, LOB leaders have a place to get an overview of new cloud-based software tools and share success stories in their operational areas that simplify the process of finding the solutions that are best for them."

According to Woerle, SaaS providers offering software, infrastructure and service platforms "are ToolsMag's core clients and sponsors."

Site content is provided by experts on SaaS products and technologies in five categories: Enabling Technologies and IT; Finance; Marketing and Sales; Operations and Supply Chain; and Human Resources and Collaboration. Content consists of descriptions of tools, practical information, background and overviews from corporate decision makers and department managers within those five categories. This content will be edited by a freelance editor. Readers can also use the site to share success stories and soon to search for job/career opportunities. A #SaaS Twitter feed on the site will scroll posts aligned with ToolsMag content.

"ToolsMag is a contribution and aggregation platform for both vendors and readers," Woerle said. "We would like to get relevant SaaS ambassadors, bloggers and evangelists to contribute ideas and best practices." Woerle added that the site should reach 100,000 impressions per month soon.

Production of the responsive website on a Drupal CMS platform took only two months, according to **Stefan Huegel**, director, Digital Media. "Our team of developers and content managers did a great job in crafting a unique look and feel for easy reading and navigation with a minimum of resizing, panning and scrolling and across a wide range of devices," he said.

IDG
IDG COMMUNICATIONS MEDIA AG

*(L-R): Associate Publisher* ***Sebastian Woerle****, Content Manager* ***Alexander Dreyssig****, SMS Director* ***Karsten Linde*** *and Account Manager* ***Selina Alecu de Flers****.*

With the slogan "Build Your Digital Business," the two-day Tools Expo is designed to provide LOB decision makers "an increasingly important target audience for SaaS providers," Woerle said, a showcase in which to see practical SaaS tests and benchmarking information. They can also get advanced SaaS training and network with their peers to enable them to find the right tools for improving their business processes. During the event, SaaS products and providers in the five categories will be color-coded so visitors can quickly distinguish them and find the areas that interest them.

Woerle said Tools Expo will be produced by Messe Berlin, with IDG Germany providing content streams, recruitment opportunities and sponsorships. "Since we are addressing LOB professionals with this initiative, a partnership helps in terms of credibility in the market. IDG Germany is known for its IT events, and with this strategic partnership we can open our event offerings to LOB-targeted events such as sales, marketing and finance and enter those new markets much more strongly."

He said the two companies expect to draw more than 1,000 attendees and around 100 exhibitors in a variety of physical setups including company lounges, topic-driven display sections and a rising-star area for startup firms. Intel has signed on as a Gold sponsor and will have a demo area at the event. A two-day admission pass will cost 38 euros (US$53).

"We expect Tools Expo will bring IDG Germany into contact with clients that are not necessarily aligned with standard IT events, including Germany's biggest digital business industry association, two of its biggest venture capital companies and its leading start-up publication," Woerle said. "This is an opportunity for us to do business with them now and in the future."

Contact Sebastian Woerle. ■

# noteworthypeople

## Promotions

Yanuskiewicz

JOE MOLA

**IDG Corporate Human Resources** Training and Development Co-ordinator **Carolyn Yanuskiewicz** has been promoted to senior training and development coordinator. "Carolyn has been with IDG for a little over two years," said **Laurie Butson**, senior director, Learning & Development and Human Resources. "She's quickly and adeptly embraced her role and the ins and outs of all we do in IDG Training and managed to fully wrap her arms around the constantly changing IDG business unit landscape. Her ability to stay current with the various groups, leaders, employees and what they all do is so important to her role, as she's regularly communicating with employees and managers from all corners of IDG. She's now leading the planning of all logistics on all Corporate Programs (eight-plus each year) and taken the lead on planning the training calendar each semester, including directly communicating with all instructors (internal and external) and all program participants. She's really the face of IDG Training and keeps everything humming." carolyn_yanuskiewicz@idg.com

## New employees

Bauer

**IDG Germany** has hired **Sandra Bauer** as director of accounting, controlling and order management. She was previously accounting director at Gigaset AG in Munich. A certified accounting specialist and wage tax consultant, she enjoys travel, hiking and cycling. sbauer@idg.de

Tan

**Kenneth Tan** joins **IDG Global Solutions**' Singapore office as a program coordinator; he was previously a media executive with City Life Advertising Pte Ltd. A recent graduate of the Royal Melbourne (Australia) Institute of Technology, in conjunction with the Singapore Institute of Management, he holds a bachelor of business degree in marketing. In his free time he enjoys basketball, reading, computer games and "exploring activities in a way that allows me to have a good balance of life." kenneth_tan@idg.com

Saitua

New at **IDC Argentina** is **Alexia Saitua**, senior analyst, Consumer and Commercial Devices. Previously a senior business intelligence analyst with Positivo BGH, she holds a degree in business administration from the Universidad de Buenos Aires, and she will begin working toward a master's degree in datamining this year at Universidad Austral. Away from her desk Alexia enjoys reading, movies and teaching marketing. asaitua@idc.com

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

### 25
***Sue Yanovitch*** *IDG Enterprise*

### 22
***Christian Christiansen*** *IDC*

### 20
***Fredrik Agrén*** *IDG Sweden*

### 17
***Susan Brown*** *IDC*
***Dawnette Gordon*** *IDG U.K.*
***Katarina Strömberg*** *IDG Sweden*

### 16
***Daniel Behrens*** *IDG Germany*

### 14
***Joakim Allwin*** *IDG Sweden*
***Bill Cappel*** *Digital Solutions Group*

### 13
***Gregory Ireland*** *IDC*

### 12
***Stephen Sauer*** *IDG Enterprise*

### 10
***Daniela Konicki*** *IDG Germany*
***Michael Fletcher*** *IDC*
***Amy Singer*** *IDG Consumer & SMB*

### 9
***Scott Lundstrom*** *IDC*
***Grace Moy-Ng*** *CXO Media*

### 8
***Marion Hoisl*** *IDG Germany*
***Yuvisa Muga*** *IDC Peru*

### 7
***Adam Dennison*** *CXO Media*
***Joyce Dunnells*** *CXO Media*

### 6
***Michael Kurzdim*** *IDG Switzerland*
***Christoph Bosshard*** *IDG Switzerland*

### 5
***Thomas Dyer*** *IDC Canada*
***Annsofie Petersson*** *IDC Sweden*
***Magdalena Kozakiewicz*** *IDC U.K.*

### 4
***Katherine Emeric*** *IDG U.K.*
***Andreas Thors*** *IDG Sweden*
***Veronica Hernandez*** *IDC Latin America*
***Martha Vazquez*** *IDC Mexico*
***Christopher Lee*** *IDG World Expo*

### 3
***Cody Widdes*** *IDG Consumer & SMB*
***Ryan Friedman*** *IDG Global Solutions*

### 2
***Elizabeth Willing*** *IDG Global Solutions*
***Christine Ayuso*** *IDG TechNetwork*
***Gina Graham*** *IDG TechNetwork*

### 1
***Lasse Jägerstig*** *IDG Sweden*
***Henrik Schönhoff*** *IDG Sweden*
***Miguel Angel Gonzalez*** *IDC Mexico*
***Minerva Ortiz*** *IDC Mexico*

## Feliz Páscoa!

Louis Dreyfus Commodities
OLEO DE SOJA REFINADO
Vila Velha

*It is a Brazilian tradition to give chocolate eggs on Easter Sunday. This year IDC Brazil will be giving chocolate eggs to a local children's cancer charity. Helping to pack up the eggs are (l-r):* ***Ricardo Faim****, manager, IT and Software Development, Latin America;* ***Vanessa Rodrigues,*** *marketing specialist and web designer, Latin America;* ***Lara Namba****, IDC Brazil human resources; and* ***Ricardo Sampaio****, finance analyst.*

# unsunghero

## Diego Silva

*Market Analyst, Imaging*

*IDC Brazil*

*IDC Brazil Research and Consulting Manager, Consumer and Commercial Devices* ***Bruno Freitas*** *named Market Analyst* ***Diego Silva*** *his team's Unsung Hero. "Diego is an extremely dedicated and organized professional and a very positive person with a contagious good humor. Besides being an excellent communicator, his passion for working as a Brazilian printing market analyst makes Diego a great reference for us."*

**Home**
São Paulo, Brazil

**Primary job responsibilities**
I'm responsible for reports for the imaging market in Brazil — Quarterly Hardcopy Tracker, Monthly Hardcopy Tracker, Quarterly Production Tracker, Quarterly Large Format Tracker, Semiannual Printer Supplies, Printing Services and Content Management Tracker.

**Three things I do in a day's work**

- I interact with local imaging market players — manufacturers, as well as those in the value-added reseller channels and in the printing supplies market.
- I write quarterly press releases about the market for the media.
- I create and present reports to clients.

**What I love most about my job**
The imaging market is highly segmented and dynamic, so there isn't a repetitive routine. Every day there's a new challenge and a new demand that requires a multitasking, versatile attitude so my work will have relevance for IDC, not only as an expert on the subject but also as an opinion leader.

**A hot-button issue I'm dealing with**
Consumption behavior in Brazil is distinct from other regions and countries around the world. Here, variable pricing is critical when users purchase printing equipment supplies. For this reason, the market for non-original supplies (costing nearly a third of the value of the original products) is very large and growing yearly. To understand the dynamics of the market and give assertive recommendations to manufacturers is one of the most complex and challenging tasks I face.

*Market Analyst* ***Diego Silva*** *joined IDC Brazil in 2010.*

**Latest accomplishment**
In the last month I've done interviews with *O Estado de São Paulo*, one of the most important papers in the country, and with *Isto É Dinheiro*, a major business magazine.

**What you're doing to be a better employee**
I am fascinated by printing technologies. Whenever I can, I study the technical specifications and technological advances in that market.

**Interests outside the office**
I've been playing drums for more than 15 years and devoted much of my life to music study. I also play weekly at a Christian church.

**What others can't tell just by looking at you**
I love tattoos (Asian art, mainly). I currently have six big tattoos, and I plan to get a new one soon.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Stephanie Richtmann** *IDG Germany*
**Diego Silva** *IDC Brazil*
**Jason Snell** *IDG Consumer & SMB*
**Sebastian Woerle** *IDG Germany*
**Carolyn Yanuskiewicz** *IDG*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

## IDG Sweden's CIO Executive Club boosts revenue, credibility, loyalty

*Primarily focused on bringing its members together for face-to-face learning and networking, the CIO Executive Club holds four events each year in Stockholm and Gothenburg.*

**SEE MORE ON PAGE 2**

## Also inside

Targeted newsletter links media brand with events

IGS launches annual global mobile research study

PCWelt.de debuts in-car technology test videos

*One on One: IDG Enterprise CEO Matthew Yorke on priorities, trends and office culture.*

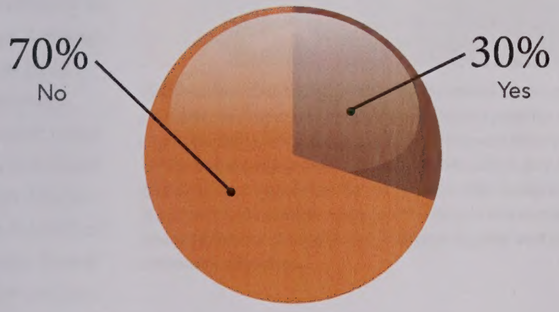
**SEE MORE ON PAGE 3**

*Unsung Hero: InfoWorld's Managing Editor Uyen Phan is this week's nominee.*

**SEE MORE ON PAGE 9**

## Question of the week results

Are you a fan of April Fool's Day pranks?



**Log on to www.idgcentral.com to vote on this week's question:**

Do a CEO's political beliefs have bearing on his or her suitability to lead a company?

CLICK HERE

## Photo of the day

*Some 200 former employees of IDG Sweden attended last month's third annual reunion. While it's "good fun to see old colleagues," noted IDG Sweden Chief Marketing Officer Martin Fältström, "it's also an important employer branding activity." Click here to see more, and send your photos for the Photo of the Day feature here.*

# IDG Sweden's CIO Executive Club boosts revenue, credibility, loyalty

IDG Sweden's CIO Executive Club was launched eight years ago to serve the needs of CIOs and other senior IT leaders in the local market. As an extension of the company's CIO magazine, the club enhances the brand's credibility with readers, event attendees, sponsors and advertisers; drives revenue; and serves as a rich source of story ideas and event topics, according to **Alexandra Heymowska**, chief editor, CIO magazine.

Primarily focused on bringing its members together for face-to-face learning and networking, the CIO Executive Club holds four events in each of two cities — Stockholm and Gothenburg — each year.

Open only to members, with no vendor sponsorships permitted, Heymowska said it is the "opportunity to connect with peers, share best practices and be inspired that club members value."

Meetings are held in a variety of venues. Often they take place at one of the club members' companies and typically include a tour of the company as well as a closer look at its IT department.

Recent meetings have been held at Stockholm Airport of Arlanda, Swedish film production company SF Bio and potato chip maker Estrella.

Heymowska said she also tries to find interesting or unusual venues, such as the Museum of Mediterranean Culture, the Museum of Modern Art and the newly built opera house in Gothenburg, in which to hold the meetings, which generally feature an afternoon workshop on a relevant topic followed by dinner and networking.

Its most recent event, for instance, focused on project failures and was held at the Vasa Museum, which houses the salvaged Vasa, a 17th-century warship that sank on its maiden voyage — "truly an epic project failure!" noted Heymowska.

A facilitator from the Stockholm School of Economics serves as the host/moderator at each meeting held in Stockholm, and another moderator leads the discussions in Gothenburg. Speakers and/or workshop leaders can be external experts or club members themselves.

The most popular topics with club members are governance, project failures, leadership skills and IT trends, Heymowska said.

CIO Executive Club members pay 35,000 kroner (US$5,500) a year and can attend up to eight meetings (in both cities) and receive a free subscription to CIO magazine and free admission to the four to five events produced by CIO Sweden each year, including the annual CIO Awards gala dinner.

The club currently has approximately 40 active members, many of whom have been members for a number of years; some have been with the group since its start, Heymowska said.

For more information, contact Alexandra Heymowska. ■

*IDG Sweden's CIO Executive Club offers members an opportunity to join together up to eight times a year for a half day of learning, networking and fun. Clockwise from top left: members enjoy some informal conversation at a local golf club; on a tour of the Estrella potato chip manufacturing plant; club members were invited to join in a comic opera following dinner; at the CIO Awards gala; and an afternoon workshop.*

# OneonOne

## Matt Yorke

## *IDG Enterprise*

***The CEO of IDG Enterprise is this week's columnist. Reach him at myorke@idgenterprise.com.***

> "We have to remain focused on our customers and be in front of those customers all the time. That's part of the IDG culture for sure, and it's important that at IDGE we remain true to that but also behave in the market as enterprise technology market leaders."

**Q What are your priorities for 2014?**

A First and foremost to deliver on our plan and commitments to IDG. There are always challenges throughout the year, but the team is working extremely hard and staying focused on delivering the best enterprise technology news, coverage, events and marketing solutions for our readers and advertisers. Beyond that, our priorities are on collaboration across our various lines of business, ensuring that we play to the IDGE strengths of being an integrated media company with multiple brands and what that means to our customers. A good example is in events, where we have faced some fierce competition against our CIO Perspectives offering from pure-play event companies. Now we not only offer our sponsors the chance to meet and tell their story to the CIO attendees but also offer ad units promoting their sponsorship that appear across our online properties, and also a wrap-up email newsletter in the form of an executive summary. Our pure-play competitors cannot offer that value.

Other strategic priorities are around the Insider program, which is the initiative across IDGE that has users sign up for special access to content and parts of the site. It has been a fantastic success with over 330,000 registrations and net new 200,000 names to our database.Today we monetize this indirectly via lead generation, but we want to develop direct monetization models. We are spending a lot of time thinking about how we take this initiative to the next level, drive more names and more data on users, create content compelling enough to fuel this, how this will help us as we think about multi-platform users and attribution models in the future. I think the Insider initiative is at the core of being a modern media company, and the opportunities are very exciting.

**Q What trends/transitions in the tech market are having the biggest impact on IDGE's business, and how is IDGE responding?**

A This market moves so quickly that it's always a transformation, not a transition, i.e., the consumerization of the enterprise and the impact of what IDC terms the 3rd Platform, namely social, mobile, data and cloud. These trends are impacting our traditional key accounts and how our readers are dealing with their business priorities. On the reader side our content is well aligned to these topics and challenges; we even have a dedicated site in CITEworld.com. But each brand is discussing these trends in its own voice, and at every event these topics are driving the discussions. On the commercial side we are working hard to build early relationships with this new breed of enterprise technology companies, most recently at DEMO Enterprise in San Francisco. We are also developing a launch strategy around these topics that we can apply across brands and platforms effectively. I expect us to launch at least one new dedicated topical blog/website with event tracks (i.e., content tracks at relevant events) in this fiscal year. As those gain traction, a blog becomes a website and an event track becomes a stand-alone event.

**Q Since being named CEO of IDG Enterprise last November, have you instituted any cultural changes to shape IDGE into your own vision?**

A Obviously the previous CEO did a pretty decent job! But I have my own style and personality. Just as **Mike** [**Friedenberg**] did, I hold regular company meetings and also host smaller groups in "high tea" meetings. That's a little play to being English, but it's also really important — a chance for the employees to hear from and question me in a smaller setting. I think culturally we want to reinforce the idea that this company is made up of smart people who work collaboratively and challenge each other to generate the best ideas and thinking. It's a team effort from every employee, not just me or the senior leadership team. Another small example is we polled the company on rebranding the meeting rooms from candy names to other themes. The unanimous response was to go with names/themes that are more inspiring and thought provoking, but, fear not, the candy will remain in the meeting rooms!

We have to remain focused on our customers and be in front of those customers all the time. That's part of the IDG culture for sure, and it's important that at IDGE we remain true to that but also behave in the market as enterprise technology market leaders. I have asked all the IDGE teams to be far more social in terms of our marketing, social attendee acquisition, promoting events and event content via social channels, promoting all the great IDGE research via social. The edit team does a great job leveraging the various social platforms, but again we want to explore greater collaboration across all the IDGE teams; the sum becomes greater than the parts.

*continued on page 6*

# Targeted newsletter strengthens ties between media properties and events

CIO Center Stage, a new e-newsletter that acts as a follow-on to CIO Perspectives events and the ideas presented at them, is central to an effort to tighten the link between CIO magazine and its events.

CIO Magazine and Events Editor-in-chief **Maryfran Johnson** said the idea for the newsletter arose from IDG Enterprise CEO **Matt Yorke**'s suggestion to emphasize the connection between the magazine brand and its CIO Perspectives events. "Other than seeing me on stage and a few poster-size magazine covers on stands around the room, how would attendees really understand Perspectives' connection to CIO?" Johnson asked. "As part of a leading tech-media publisher, CIO occupies such a broader and more meaningful market space than other event providers, most of which are marketing/sales companies that produce events for various groups."

"We compete fiercely against some pure-play event companies, but our unique value proposition as an integrated media company with multiple end-user touch points and platforms helps us differentiate our offering and stand out from the competitive set," Yorke said.

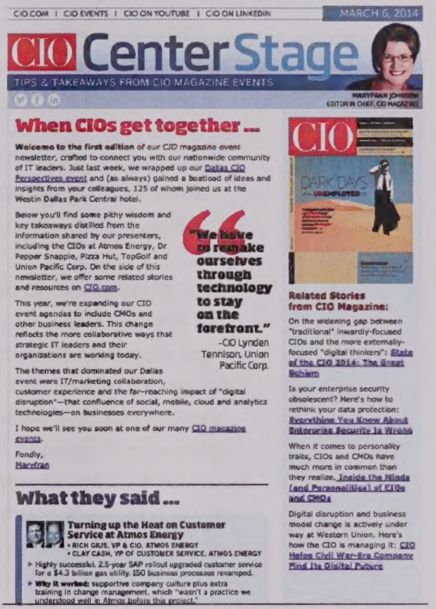
Content at CIO's events is high-quality and exclusive, Yorke said, and should be promoted to CIO readers and event attendees. "If you miss one of our events we want you to be exposed to its content and realize that next time you should attend," he said. "Center Stage is part of a strategy to extend the life of events beyond the day itself. All of this will better promote our value proposition and the quality of our events and content."

Johnson and her editorial team brainstormed ways to link the magazine and events more definitively. Three ideas emerged: a newsletter to follow each of the nine CIO Perspectives events, which are regionally focused one-day events for senior IT leaders at mid- to large-size organizations in the private and public sectors; a new page in CIO's Start section, the first section of the print issue, consisting of the table of contents, letters from the editor and publisher, which will begin in the June issue; and a companion spot on CIO.com.

Center Stage is sent to current and past CIO event attendees and qualified non-attendees, currently around 3,200 people. Johnson said she expects that number to grow "now that we're encouraging people to pass it along and subscribe. We love the idea of this additional way to connect with our CIO community. The No. 1 reason CIOs attend our events is to network with one another, so we know how much value they get from their connections to each other and to us."

Each of the nine Center Stage issues in 2014 will come out five to six days after a CIO Perspectives event. Johnson writes most of the copy with Staff Writer **Lauren Brousell**. "I take copious notes on my laptop during all the sessions," Johnson said, "and when I'm on stage, Lauren takes the notes. Then we select the best items for the tips and takeaways for each main-stage session."

The Center Stage section in CIO magazine will be slightly different from the e-newsletter, "in that we'll likely compile materials from more than one event," Johnson said. For the June launch of the Center Stage page, most of the content will come from the April CIO Perspectives in New York City but some might be included from the Atlanta event in March. CIO's circulation is 140,000 versus approximately 3,200 for the newsletter, Johnson said, "so there won't be a tremendous amount of overlap." She said she expected Center Stage to launch on CIO.com within a few months.



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MARCH 6, 2014

CIO Center Stage

TIPS & TAKEAWAYS FROM CIO MAGAZINE EVENTS

MARYFRAN JOHNSON
EDITOR IN CHIEF, CIO MAGAZINE

When CIOs get together ...

**Welcome to the first edition** of our *CIO* magazine event newsletter, crafted to connect you with our nationwide community of IT leaders. Just last week, we wrapped up our Dallas CIO Perspectives event and (as always) gained a boatload of ideas and insights from your colleagues, 125 of whom joined us at the Westin Dallas Park Central hotel.

Below you'll find some pithy wisdom and key takeaways distilled from the information shared by our presenters, including the CIOs at Atmos Energy, Dr Pepper Snapple, Pizza Hut, TopGolf and Union Pacific Corp. On the side of this newsletter, we offer some related stories and resources on CIO.com.

This year, we're expanding our CIO event agendas to include CMOs and other business leaders. This change reflects the more collaborative ways that strategic IT leaders and their organizations are working today.

"We have to remake ourselves through technology to stay on the forefront."
-CIO Lynden Tennison, Union Pacific Corp.

The themes that dominated our Dallas event were IT/marketing collaboration, customer experience and the far-reaching impact of "digital disruption"—that confluence of social, mobile, cloud and analytics technologies—on businesses everywhere.

I hope we'll see you soon at one of our many CIO magazine events.

Fondly,
Maryfran

Related Stories from CIO Magazine:

On the widening gap between "traditional" inwardly-focused CIOs and the more externally-focused "digital thinkers": State of the CIO 2014: The Great Schism

Is your enterprise security obsolescent? Here's how to rethink your data protection: Everything You Know About Enterprise Security Is Wrong

When it comes to personality traits, CIOs and CMOs have much more in common than they realize. Inside the Minds (and Personalities) of CIOs and CMOs

Digital disruption and business model change is actively under way at Western Union. Here's how the CIO is managing it: CIO Helps Civil War-Era Company Find Its Digital Future

What they said ...

Turning up the Heat on Customer Service at Atmos Energy
• RICH GIUS, VP & CIO, ATMOS ENERGY
• CLAY CASH, VP OF CUSTOMER SERVICE, ATMOS ENERGY

- Highly successful, 2.5-year SAP rollout upgraded customer service for a $4.3 billion gas utility. 150 business processes revamped.
- **Why it worked:** supportive company culture plus extra training in change management, which "wasn't a practice we understood well in Atmos before this project."

***Center Stage will be emailed to attendees and qualified non-attendees following each of the nine annual Perspectives events.***

The post-event newsletter concept has already expanded to other IDG Enterprise events. **Julia King,** executive editor for events at Computerworld, recently launched a Premier 100 IT Leaders community newsletter and plans to do a few more editions during the year to keep in touch with the vast community of IT executives who have attended the event during the past 15 years. IDGE Marketing VP **Sue Yanovitch** and her team were able to repurpose Center Stage's design for Computerworld to use for King's newsletter. "Having a gorgeous design like Center Stage's — thanks to IDGE Senior Graphic Designer **Joe Mola** and CIO Art Director **Terri Haas** — made it easy to turn out another version for a different brand," Johnson said.

Contact Maryfran Johnson. ■

# IGS looks to business units for support of its 2014 Global Mobile Research project

This is an exciting time for mobile advertising with new generations of users looking to interact in previously unimagined ways, providing unique, creative opportunities for marketers. However, a fragmented market place, rapid technology innovation and a lack of information have made clients reluctant to invest in mobile. IDG's clients have a great need to understand their customers' change in behavior and how this impacts the traditional media consumption and buying cycle, according to **Christina Carstensen**, group client business director, IDG Global Solutions.

***Christina Carstensen*** *is a driving force behind the IGS mobile research project, now in its fifth year.*

IDG Global Solutions' annual Mobile Research Study has tracked the growth of mobile engagement, changing usage patterns and investment areas over the past five years. These insights have helped both clients and agencies plan and execute mobile marketing campaigns and have established IDG's thought leadership position in the market, Carstensen said.

"With the fantastic support of IDG business units around the globe, IGS conducted the largest mobile media study to date in 2013. It had an exceptional response with over 25,000 participants across 43 countries," said Carstensen. Key findings can be viewed here.

This year IGS is looking to push the boundaries again and deliver an even larger study that delivers a deep understanding of mobile user behavior and its role in the IT buying cycle. The team has taken into account learnings from previous studies and combined that with advice from the IGS Mobile Advisory Board to create a new survey that will focus on mobile user behavior in the following key areas:

- Daily life: what types of content are consumed, has mobile replaced other media channels and do users multitask with different devices?
- Product research and purchase: the role of smartphones and tablets in the decision-making process around research and purchase for products and services
- Business: understanding the importance of smartphones and tablets in the B2B buying cycle and daily working life.

With this in mind IDG Global Solutions has initiated the recruitment phase of this year's Mobile Research Study, inviting business unit participation throughout the globe.

"Mobile is transforming every aspect of media. The ability to gain greater insight and guidance as it pertains to the latest mobile behaviors of our customers (buyers and advertisers) is essential to helping us formulate a sound mobile strategy," said IDG Communications Worldwide CEO **Michael Friedenberg**. "Collective participation in this study will enable us to lean forward into this exciting growth area."

Each year the survey results are revealed at an event in London — which this year will take place on June 26 — attended by top international media agencies and clients, and each year demand for the research grows. The results continually show that across every corner of the globe the volume of people interacting with mobile is escalating, Carstensen said. "Whether on tablets or smartphones, at work or outside of it, survey participants consume all forms of content from entertainment videos, to product research, to full commercial engagement with advertising."

The research provides a valuable insight into the market both on a global and regional level, but also on a country level. With the support of the local business units, IDG Global Solutions hope to replicate previous successes once again, Carstensen said.

> "Mobile is transforming every aspect of media. The ability to gain greater insight and guidance as it pertains to the latest mobile behaviors of our customers (buyers and advertisers) is essential to helping us formulate a sound mobile strategy. Collective participation in this study will enable us to lean forward into this exciting growth area."
>
> *Michael Friedenberg*

"We thank you in advance for your help and look forward to delivering a channel-defining piece of research!" she said.

Participating business units will receive their individual data tables as well as the overall presentation following the release of the results in June.

For more information, contact Christina Carstensen. ■

# PCWelt bolsters auto channels with in-car tech test videos

IDG Germany is putting the pedal to the metal when it comes to testing and reviewing automotive technology products — and driving a source of non-endemic ad revenue. PCWelt.de launched its Auto & Technik channel in February 2013, providing text and video automotive-product reviews. The channel recently began offering in-car-technology test videos; they can also be found on a dedicated YouTube site.

*(L-R) PC Welt Video Producer* ***Christian Seliger*** *and Editor* ***Hans-Christian Dirscherl*** *with a BMW they are testing.*

"It's amazing to see how cars and consumer technology meld now," said **Jonas Triebel**, IDG Tech Media publisher. "This was underlined recently when Audi and Ford announced at CES that Android will be the operating system in their newest series of cars. This is good for us going forward as we have good connections with German car manufacturers and receive some direct ad bookings for our editorial automotive sections."

There are currently four in-car infotainment technology test videos available in the PCWelt and YouTube channels that take detailed looks at BMW's ConnectedDrive, Audi Connect and Mercedes-Benz's Comand. The fourth is on a specially prepared BMW 5 model's automated, hands-free driving capabilities. That video has drawn more than 6,300 views on PCWelt's YouTube channel; the other videos have seen an average of 4,000 views each.

PC Welt Editor **Hans-Christian Dirscherl** said that when he tests new cars' infotainment systems he looks at navigating with real-time information; hands-free, voice-controlled operations; Internet, app, audio and music streaming from smartphones and in-car computers; car radios; in-car TV and DVD operation; and security systems. With freelance Video Specialist **Christian Seliger**, he said he tests "the extent and reliability of these systems, how useful they are, how easy they are to use and how easy it is to establish a connection between the car and iPhones or Android phones." Each video runs between eight and 10 minutes and takes around two days to produce.

Dirscherl said these automotive technology tests give IDG Germany two advantages in its market. "These videos and our very detailed product reviews have attracted great attention from German car makers," he said. "We also believe that these reviews will draw readers, as everyone should know about the growing importance of in-car infotainment systems and how to use them."

Videos are monetized with pre- and post-roll ads, with an occasional small mid-roll ad. "The videos are important for monetizing our Auto & Technik channel on PCWelt.de," Dirscherl said. "However, we test many tech products besides the in-car infotainment technologies — we post up to 15 product-test videos a month — and most of our ad revenue in the channel comes from banner and pop-up ads for cars, radios, hands-free kits and car sharing."

Dirscherl said both PCWelt.de and Macwelt.de have their own online automotive channels, "but the PCWelt.de channel is the biggest and has the most detailed tests."

PC Welt has an automotive section that normally runs to two pages, he said. IDG Germany has run print and online ad campaigns from Honda, BMW, Mercedes-Benz, the car-sharing company DriveNow and, via Google Ad Exchange, Volkswagen.

"This has been conventional advertising — a one-page Honda ad in PC Welt and banners ads, leaderboards and pop-up ads online," Dirscherl said. "We hope major German automakers will run large, long-term online campaigns with text, photos, videos and live chats or inserts and advertorials in print."

He added that PC Welt competitor Chip has started offering auto-test videos, "but ours are more detailed and much more sophisticated."

Publisher Triebel said he thought the BMW 5 automated-driving test video was "amazing. We know BMW's production team loves it, and we hope to get some big campaigns from them."

Contact Hans-Christian Dirscherl. ■

## A passion for cars fuels editor's auto testing skills

PC Welt Editor **Hans-Christian Dirscherl**, who tests new cars' infotainment systems and other technology products for cars, is an auto autodidact. "My main job with PC Welt is to manage the business channel — articles on mobile, cloud services, databases, programming, administration tools, Linux and security," he said. "I am also responsible for the Linux channel on pcwelt.de. With the rest of my time I manage the Auto & Technik automotive channel. My special interests lie in Linux and programming, especially C and PHP with MySQL. But I am also very familiar with smartphones and tablets, and this is important for car testing. I am also a car enthusiast and own, among others, two vintage cars that I maintain myself. My skills for testing auto infotainment systems are self-taught."

*continued from page 3*

# One on one

**Q How is IDGE responding to the growth in programmatic/RTB ad sales? What effect have these new automated methods had on the traditional sales function at IDGE?**

A We definitely see the rise of programmatic in the market, and we also know that the IDGE data and approach is highly valued (kudos to Pete Longo and IDG TechNetwork team on developing a structured and premium strategy around data). A good example of that is the terrific attendance we had recently at the IDG Marketing Summit, which covered this topic.

Our clients fit into several broad groups: the early adopters, the curious and the laggards. We want to participate with the early adopters and the curious and help the laggards understand the implications and opportunities. To that end, we recently relaunched the Premium Data Services product with a refreshed set of solutions that plays to our premium brands. We are not looking to compete with the huge ad networks with publicly available data, but programmatic does not automatically mean real-time bidding. At IDGE, we are primarily focused on premium programmatic, that is, working with our clients to develop audience segments that then get served via the programmatic software — in effect a hybrid from direct sales and RTB. We have to tread carefully because there are broader implications in terms of price and brand perception, but we must participate and learn. I believe in the premium programmatic space we are an early adopter, and programmatic will become a bigger part of our revenue mix over time.

**Q What is IDGE's video strategy?**

A This is a big area of focus. The editorial team is thinking about various formats that would drive greater engagement. We also want to feature much more video from our events; this goes back to leveraging our various platforms. In fact, at DEMO Enterprise we livestreamed the day, thanks to Dell sponsorship. So going forward video will form the centerpiece of The Insider program, event strategy and, of course, premium monetization strategies. IDG has a centralized solution in IDG.TV — which is the IDG Connect of video. What we learned from IDG Connect is that the market is big enough to support multiple IDG offerings — indeed the market is far, far bigger than IDG. So we have plenty of room for growth and innovation in video.

**Q What are some examples of user/reader revenue initiatives in play at IDGE?**

A As we look to develop reader revenues we see several opportunities: direct and indirect revenues. On the direct side we are thinking about how we can leverage our brand values and market expertise to generate reports/research that readers would pay for. On the indirect side the Insider program will feature heavily: how do we promote Insider consistently, what content sits behind that wall, do we meter page views before asking you to register/pay, do we develop tiers of Insider status with the highest tier being a direct payment model, etc. This whole area is at the core of our three-year strategy.

**Q How are IDG Enterprise's revenues apportioned among the business unit's brands?**

A IDGE is very digital-dependent in terms of revenues. Our revenues split approximately 73% online, 6% print and 21% events. The area we really want to see growth from is events as a portion of the whole.

**Q What's new this year regarding IDG events? What are you particularly excited about?**

A Very excited to see how DEMO is transitioning away from exhibitor revenues to a model of attendee and sponsor revenues. We're also launching a new national event, ONX (Open Network Exchange), which debuts in May in Chicago under the Network World brand and looks to have a promising future. We are also exploring how we leverage the Insider program to support events and also differentiate the event experience for Insiders. Perhaps the most exciting aspect of the events is to listen to our readers interact and discuss the hot topics. It makes you realize that ultimately they are all trying to address big problems and that IDGE plays a role in solving those challenges.

**Q What are customers looking for from IDGE?**

A Leadership. We lead the market in terms of our content, our brands and our people. We need to continue in that regard and realize it's a humbling experience that we need to deliver on every day.

**Q What are your goals for the new CMS platform? How is that project progressing?**

A Two brands launched last week, citeworld.com and csoonline.com. They look fantastic and very modern. Our goals are simple: to offer the best content in the best user experience environment regardless of the device or platform the user is on. In short: to be the gold standard of the modern media company. **John Gallant** and his edit team, **Aaron Jones** and **Gregg Pinsky** and their respective Engineering and Digital Solutions teams have done an outstanding job. We are excited to have all the IDGE brands on the platform; it will improve workflow and reader experience. We expect to have all the IDGE brands converted by Oct. 1, just in time for the new fiscal year. ■

## IDG Enterprise at-a-glance

**Headquarters** Framingham, Mass.

**Website** www.idgenterprise.com

**Number of employees** 198

**Media brands (in launch order)** Computerworld, InfoWorld, Network World, CIO, DEMO, JavaWorld, CSO, ITworld, CFOworld and CITEworld

**Number of events planned in 2014** 256 so far

# noteworthypeople

## Promotions

Koscielny
JOE MOLA

**CIO Executive Council** Program Manager **Will Koscielny** has been promoted to technology operations and project manager. "Since joining us in 2012 he has made significant contributions to our hugely successful Pathways leadership development program, delivering content and presenters for our widely attended virtual offerings," said CIO Executive Council President **Pamela Stenson**. "Will was an early adopter of our new web platform, Adobe Connect, and is now the resident expert, supporting nearly 500 users. He then eagerly volunteered to take over managing our e-learning platform, implementing numerous enhancements showcasing his technology knowledge and strong project management skills." wkoscielny@cio.com

Gill
JOE MOLA

**CIO Executive Council** Account Executive **Lauren Gill** is now Senior Account Executive. "Lauren has been with the Council for a year and a half and over that time has been a consistent performer," Stenson said. "She has brought on notable clients such as The Vanguard Group, Sunny Delight Beverages, Michigan State University and many more. She has also been instrumental in mentoring our recent new hires on the account executive team, co-chairing the new hire mentoring cohort." lgill@cio.com

Sergi
JOE MOLA

Account Executive **Cristina Sergi** is now manager of program development for the **CIO Executive Council**'s Strategic Business Services team. "After joining us in a sales support role in June 2010, Cristina quickly became a key contributor in the development and marketing of our strategic services product offerings," Stenson said. "In 2012, she launched and managed our Executive Women in IT leadership connection program, which has grown to over 450 female leaders. Cristina's creativity and tenacity continues to be a driving force in the growth for the CEC closing new clients, uncovering new revenue channels and contributing to the development of new product offerings." csergi@cio.com

Boutwell
JOE MOLA

**CIO Executive Council** Marketing Specialist **Scott Boutwell** has been promoted to community manager. "Scott will be responsible for marketing to our existing client base, bringing awareness of our programs and increased engagement activity, which ultimately improves our membership renewals," Stenson said. "Scott started with IDG Enterprise as a registration coordinator/marketing assistant. He joined the Council in 2012 as marketing specialist where he streamlined our member in-person activity, generated great interest and value, as well as supported social and web-site initiatives." sboutwell@cio.com

**IDG TechNetwork** International Sales Coordinator **Christina Mozeleski** has been promoted to account executive. "Christina started at IDG in January of 2013 and has done a tremendous job in a short amount of time," said Director of Sales, East Coast **Keith Linden**. "I personally worked with Christina for several months, and I know this change will be extremely beneficial for our organization." christina_mozeleski@idgtechnet.com

## New employees

Masaoka
IDG WORLD UPDATE

**IDG TechNetwork** has hired **Dan Masaoka** as a camera operator/editor. Previously a video producer and editor at Chow.com, he earned a double major in film and digital media and business management and economics from the University of California/Santa Cruz. Away from the office he enjoy gardening, snowboarding, beer making and "all-around tinkering." dmasaoka@idgcommunications.com

**IDG Communications**' Digital Solutions Group intern **John Cowan** joins the staff full-time as a digital account services report specialist. "John has been a huge addition to the lead gen team during his internship period. His hard work and great attitude are a big reason we can successfully deliver thousands of leads a month. We are really excited to have him here full time," said Product Manager, Demand Generation **Isaac Zafarani**. jcowan@idgcommunications.com

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**26**
**Rick Pastore** *CXO Media*

**21**
**Ellen Fanning** *Computerworld*

**19**
**Henry Morris** *IDC*

**17**
**Anders Elbak** *IDC Denmark*

**15**
**Lauren Costello** *CXO Media*
**Maro Eremyan** *IDG Communications*
**Jonas Lindholm** *IDG Sweden*

**14**
**Anne McCrory** *IDG Enterprise*
**Vladimir Kroa** *IDC*
**Markus Schwerdtel** *IDG Germany*

**13**
**Shari Redan** *IDG Consumer & SMB*
**Annette Berg** *IDC Denmark*
**Dan Timberlake** *IDC U.K.*
**Volkert Deen** *IDG Netherlands*

**11**
**Premi Gokani** *IDC U.K.*
**Angela Chen** *IT World Canada*

**10**
**Lewis Ward** *IDC*

**9**
**Ademar de Abreu** *Now Digital Business*

**8**
**Scot Finnie** *Computerworld*
**Caroline Keough** *IDG Enterprise*

**7**
**Waldemar Schuster** *IDC Brazil*
**Ewa Jadczak** *IDG Poland*
**Jeff Radecki** *IT World Canada*

**6**
**Megan Roman** *IDG Communications*

**4**
**Rafael Pereira Rigues** *Now Digital Business*

**3**
**Carmen Facas** *CXO Media*
**Amy Machado** *IDC*
**Tina Ni Riain** *IDC*
**Mirza Baig** *IT World Canada*

**2**
**Emma Karlsson** *IDG Sweden*
**Jonas Falk** *IDG Sweden*

**1**
**Ko Shikita** *IDC Japan*
**Andrew Buss** *IDC U.K.*
**Gaston Liberal** *IDC U.K.*
**Moa Quist** *IDG Sweden*

## Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

# unsunghero

## Uyen Phan

Managing Editor

InfoWorld

*InfoWorld Editor-in-chief **Eric Knorr** named Managing Editor **Uyen Phan** his team's Unsung Hero. "We have the world's most organized, well-packaged daily lineup of stories thanks to Uyen. She has a subtle understanding of the mix of content that will appeal to readers, plus a singular talent with headlines. Despite constant changes to the schedule and frequent, last-minute additions, she and her production team have managed to maintain high copy-editing standards."*

**Home**
San Francisco

**Tenure**
I started as a freelance copy editor at InfoWorld in February 2007 and was hired as a full-time employee about 18 months later. I've been managing editor since October 2009.

**Primary job responsibilities**
I keep the trains are running on time. That is, I make sure stories post to the site as scheduled or at the best opportunity. If a story is delayed, I'll find a substitute to fill out our coverage. If a story is fast-tracked, I'll make sure we have the resources to work on it.

**Three things I do in a day's work**
- It's all about the story, from copyediting and/or content editing to writing and/or pitching in on the headline to wrangling graphics.
- Once the story is ready, it's time to promote it via our home page, newsletters and social media outlets.
- I keep an eye on our weekly and monthly schedule to see what we can get a jump on and which projects might need late-breaking attention.

**What I love most about my job**
Educating and informing our audience, with what I hope is a lively, modern, relatable tone.

**A hot-button issue that I'm dealing with**
Expanding and connecting with our audience — Who are they? What are they interested in? How do we reach them?

InfoWorld
IDG GLOBAL SOLUTIONS
CSO

*Managing Editor **Uyen Phan** joined InfoWorld in 2007 as a freelance copy editor.*

**Latest accomplishment**
Work: guiding a new writer as he takes up our popular Robert X. Cringely blog. Leisure: crocheted a lovely baby blanket.

**Career highlight**
I'm proud to say I've been a part of many great InfoWorld stories over the last few years, including our coverage of a major Oracle database flaw and our Windows Red package, a response to Windows 8.

**What I'm doing to be a better employee**
I strive to increase collaboration and communication with my team, from guiding and developing my reports to conferring regularly with other editors.

**Interests outside the office**
Music, food, travel, the occasional 5K/10K.

**What others can't tell just by looking at me**
I'm a bigger sports fan than most people realize.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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# IDG World Update

EMPLOYEE NEWS AND INFORMATION
31 MARCH 2014 | VOLUME 44, NUMBER 13 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 10 - page 9

## IDG Marketing Summit draws record number of senior marketers

*IDC and IDG collaborated to host an invitation-only evening of peer networking and insights for close to 100 of the companies' top tech marketing clients in Cupertino, Calif.*

**SEE MORE ON PAGE 4**

## A message from Lore McGovern

Dear IDG Family,

Your incredible outpouring of remembrances of Pat and reaching out to me has been overwhelming.

I would like to express my sincere gratitude to all of you for your warmth and support during this very difficult time. I can't thank you enough for your calls, notes, and flowers that have meant so much to me.

I look forward to staying in touch with you.

With affection,

Lore

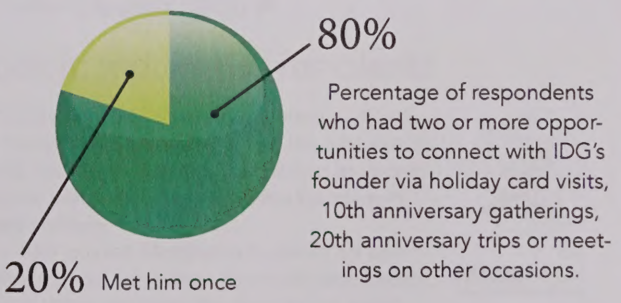
## No joke!

JOKER
JOKER
JOKER
JOKER

April Fools' Day, also called All Fools' Day, has been observed for centuries in almost every country. There are different explanations for its origin. The modern custom may have originated in France when the Gregorian calendar, which moved New Year's Day from March 25 to January 1, was adopted in 1582. Those who continued to celebrate the end of New Year Week on April 1 were called fools. The timing of the day also may be related to the vernal equinox on March 21, a time when people can be fooled by sudden changes in the weather. In France the fooled person is called poisson d'avril ("April fish"), perhaps in reference to a young fish and hence to one that is easily caught. In many countries newspapers and other media participate, with false headlines or news stories. In the spirit of the day, IDG World Update brings you the 10th anniversary profile of IDG U.K.'s seediest character, as channeled by IDG U.K. Tech Media Editor-in-chief Matt Egan. (*Adapted from the Encyclopaedia Brittanica*.)

## Question of the week results

Which Pat McGovern traditions have you enjoyed?



Percentage of respondents who had two or more opportunities to connect with IDG's founder via holiday card visits, 10th anniversary gatherings, 20th anniversary trips or meetings on other occasions.

Met him once

**Log on to www.idgcentral.com to vote on this week's question:**

Are you a fan of April Fool's Day pranks?

CLICK HERE

# In-house workshops teach IDG Sweden sales teams how to sell mobile to clients

IDG Sweden is running a series of workshops for its sales teams designed to teach them how to make the case for mobile advertising with their clients. Taught by IDG Sweden's Mobile Business Manager **Angelica Lundin** and Mobile Coordinator **Marie Sörberg**, the two-hour workshops focus on topics such as mobile standards and trends, ad formats and pricing.

The workshops appear to be working. Since October, IDG Sweden has seen a 10% increase in mobile ad sales, and salespeople who didn't sell mobile before now get more campaigns with mobile included in the mix.

"If you add mobile to your campaign you can extend your time with your customers because you have more options to talk about with them," Lundin said. "However, mobile ads are difficult to sell to clients because there is a lack of knowledge about where to begin when designing a mobile strategy."

*MobileTeam: (L-R): Mobile Business Manager **Angelica Lundin** (left) and IDG Sweden Mobile Coordinator **Marie Sörberg** are showing colleagues and clients how to make mobile a priority.*

She said the IDG Sweden sales team has many different channels to work in each day, from lead generation to events to content marketing, so "keeping up with mobile has been a challenge. But everyone has been really eager to learn, and I would say that most of our salespeople are really good at selling mobile. It is our clients that we have to focus on now. Also, since clients' websites are not always adapted for mobile, web development on the client side is also involved."

Lundin said her goal for the workshops is to give both the sales teams and their clients a better understanding of mobile advertising and to make mobile "such a standard that we don't need to talk about it as a separate channel, so we will be able to reach our clients' target audiences through all of our platforms."

The lunch-time workshops have drawn about 20 participants each, and each has a different focus, from cross media to educating customers on mobile. Lundin also offers smaller workshops customized for the sales teams of IDG Sweden's specific brands. Common advice across all the workshops is to always keep mobile in the mix when working with clients. "Assume that the client does not know anything about mobile, even if you've talked about it with them several times," one workshop attendee said.

According to Lundin, key recommendations for clients that want to get into mobile advertising include the following:

- **Think it through first**. What do they want customers to do when they arrive on the mobile landing page? Leave an e-mail address for future promotions and contact? Buy a product? The landing page should be clear about its intentions.
- **Let customers land softly**. An ad adapted for mobile should be readable without having to zoom in and out. If not easily viewed, the vendor risks having the user leave the site.

"The majority of our clients never call and ask about our latest and coolest ways to reach a target audience," said IDG Sweden Commercial Manager, Programmatic **Stefan Storm**. "With IDG's amazing portfolio we have so many different and great services to offer our clients, which is both an advantage and a challenge for account managers. You need to get input and inspiration from your colleagues and what they offer their customers, which is what makes these workshops so valuable."

Among the things Storm said he has learned is to always try to have as much information as possible ready. "Assume that the client has no prior knowledge about what we offer. Just because we at IDG are constantly talking about mobile, online, display, native and white papers, we assume that our customers know all about those as well. They don't. I've also learned to keep mobile in proposals as an alternative or add-on to a client's campaign. You tell the client what it would look like for them to use mobile advertising in their media mix and always offer it. Clients like to feel that they have been an early adopter of mobile. We tell our traditional IT clients that have not started using mobile yet that even the government is using it."

Contact Angelica Lundin. ■

## Book it: mobile tips for clients

To help educate clients about mobile, the ad formats that are available and the mistakes to avoid, IDG Sweden recently published *Mobibeln* (*Mobile Bible*), written by **Angelica Lundin** and **Marie Sörberg**.

2014
MOBIBELN
- din guide till mobilannonsering
IDG

***Mobile Bible was written for clients by two IDG Sweden employees.***

"We created *Mobibel* as textbook for our clients, but our sales department can also benefit from it. While we'll give the book to our target clients, we'll also be selling it for 14€ (US$19.50) at our Webbdagarna digital-channel events," Lundin said.

Among the topics the book covers are Why Should I Advertise in Mobile?, 11 Mobile Ideas That Work, Mobile Design and This Is What IDG Can Help You With.

# OneonOne

## Frank Quinn

## *Mediateam*

***The president of Mediateam Ltd., IDG's Irish publishing partner, is this week's columnist. Reach him at frankquinn@mediateam.ie.***

"By building TechFire events into a regular, (almost) monthly series, we have started to win back business from vendors that had stopped spending with us in print and were only committing a small trickle of revenue online."

**Q Can you give us a snapshot of the Irish tech market and a sense of your competitive landscape?**

A Ireland punches above its weight in terms of the tech majors located here. There is now an area of Dublin that is a home-away-from-home for big Silicon Valley companies such as Facebook, Google, Twitter and PayPal, which paints a picture of a relatively young, tech-savvy workforce in Ireland focused on European markets.

We are the "last man standing" in print, although the domestic market is just 5 million, so I suppose you could call us a big fish in a small pond. We compete not with other tech media but with the general business press.

**Q What are your primary offerings?**

A We've been publishing since 1985, so we have surfed all the waves from the PC boom through the growth of the Internet and on to the evolution of social media. TechCentral.ie, our principal online offering, recently completed a ground-up rebuild around responsive design and is now optimized for all displays.

TechPro (formerly ComputerScope) magazine is our print offering, now increasingly our brand ambassador, which opens doors for us introducing events and other activities such as TechFire and our national Tech Excellence Awards.

Nine years ago, drawing on management and financial synergies, we merged our business with that of our principal competitor. Today we are not just in technology media, we also serve the horticulture and retail grocery markets. In a small market, it helps to reduce dependency on one market sector.

**Q In January you rebranded your flagship title, ComputerScope as TechPro, as well as your flagship awards program, ICT Excellence Awards as the Tech Excellence Awards. Can you talk a bit about the decision to do this?**

A Was there much soul-searching in dropping a 28-year-old brand (ComputerScope) and a 12-year-old one (ICT Excellence Awards)? Absolutely! But it was the right decision. With careful communication, we have lost no brand equity, reduced brand clutter across our portfolio and integrated everything we do around a core tech message. Tech<BrandName> is always represented graphically in the same white-on-red style.

Leveraging synergies between online, print and event-based activities are what sustain a media business through rough weather. Simplifying our brand mix has communicated these synergies effectively to our customers. Basically, if it's tech, we do it.

**Q What is TechFire?**

A TechFire (www.techfire.ie — "Answering The Burning Questions in IT") is our series of strategy briefings for technology professionals. Sponsored by vendors, these are free-to-attend breakfast sessions presented in a style that encourages customer stories rather than vendor hard sell. We create a Burning Question (e.g., The Threat Landscape: What's Myth, What's Real?) and build a peer-to-peer information-sharing event moderated by our editor **Paul Hearns**. Typically we conclude the event with a panel discussion comprising four to five vendors and (importantly) their client end users.

By building TechFire events into a regular, (almost) monthly series, we have started to win back business from vendors that had stopped spending with us in print and were only committing a small trickle of revenue online. TechFire events, with 50 or so tier-one IT pros turning up each time, are effectively lead-gen in a room. Our proposition: give us the topic, write the check and we'll put posteriors on seats!

Along with hard-won revenues from sponsors, TechFire has delivered to the bottom line by retaining all costs in-house. We give clients a 15-minute highlights video as well as a number of still photographs. We shoot and edit the client videos and photographs ourselves; we own all the staging/AV gear, and we can run a TechFire gig like a well-oiled machine.

**Q What are some of the unique challenges Mediateam faces in a small English-speaking market?**

A In markets such as Denmark, simply publishing in Danish creates a natural barrier to market entry. Ireland has no such differentiator, of course. il's the same challenge faced by Australia and New Zealand: other English-language reporting is just a click away.

This means we must focus hard on local market insight and analysis. Most tech strategy coverage (e.g., cloud security) is generic and relatively market-agnostic, so we must try extra hard to cover local service providers and tell their stories. Our unique selling proposition is our ability to aggregate the best of international and local insights, making them meaningful for an Irish audience.

*continued on page 7*

# IDG Marketing Summit draws record number of senior tech marketing execs

For the ninth time, IDG and IDC teamed up to produce the annual IDG Marketing Summit, an invitation-only event that attracts many of the companies' senior tech marketing and agency executive customers for an evening of peer networking and marketing insights.

This year's IDG Marketing Summit, hosted by **Michael Friedenberg**, CEO, IDG Communications Worldwide, and **Kirk Campbell**, president & CEO, IDC, drew a record crowd of 97 attendees and was held at The Cypress Hotel in Cupertino, Calif., on March 12. (The event is traditionally scheduled to run the day before or after IDC's West Coast Directions, which was held this year on March 11.)

The evening began with a networking and cocktail reception, followed by dinner and a panel discussion moderated by **Richard Vancil**, group vice president, Executive Advisory Strategies, IDC. This year's theme was "Rise of the Machines: The Automation Age of Tech Marketing." The panelists were recruited by Vancil and IDG Enterprise CEO **Matthew Yorke** and included Nancy Bhagat, VP, Sales and Marketing Group and Director, Marketing Incubation Group, Intel; Pascal Bensoussan, VP Marketing Services, Neustar; Cory Treffiletti, SVP, Marketing, BlueKai; and **Peter Longo**, CEO, IDG Syndication and Networks and chief digital officer, IDG Communications.

Key issues explored during the discussion included:

- Dealing effectively with the data deluge.
- Turning data into actionable insights.
- Bringing data analysts into the marketing function.
- Providing agency services in an automated world.

"The IDG Marketing Summit is an event that many of our best clients at IDG and IDC look forward to," noted Vancil. "There are a lot of personal and professional connections amongst the crowd and so for IDG to be the sponsor of this helps to enhance our role as a 'connector' and thought leader for tech marketing executives."

*IDG Consumer & SMB President* ***Bob Melk*** *(left) speaks with clients during the cocktail reception.*

*IDG Communications Worldwide CEO* ***Michael Friedenberg*** *(l) and IDC President & CEO* ***Kirk Campbell*** *(r) served as hosts for the summit, while IDC GVP, Executive Advisory Strategies* ***Richard Vancil*** *moderated the panel discussion.*

It is also an enjoyable experience of working across business units, Vancil said. "For this year's summit, Matt Yorke was the design architect for our panel on data-driven marketing. And I was the executive moderator for the panel. As such, it is a fun and collaborative exercise across IDG and IDC."

"IDG and IDC collaborate to produce and host this annual marketing summit to support our growing community of senior tech marketer and agency executive customers who appreciate and look forward to the opportunity to network with their peers and gather the latest tech marketing insight and advice from senior level marketing thought leaders," Yorke said. "The summit provides an excellent opportunity for our senior management teams to meet face to face with our leading customers, while helping IDG and IDC to strengthen existing relationships and build new ones."

> "There are a lot of personal and professional connections amongst the crowd and so for IDG to be the sponsor of this helps to enhance our role as a 'connector' and thought leader for tech marketing executives."
>
> *Rich Vancil*

continued on page 5

## Staff at IDC's West Coast office celebrate the company's 50th anniversary

MICHAEL PALMA

*The almost 60 members of IDC's San Mateo, Calif., office gathered for an anniversary luncheon hosted by IDC President & CEO* ***Kirk Campbell*** *on March 14 at the Garden Court Hotel in Palo Alto, Calif. In his welcoming remarks, Campbell offered colleagues, most of whom had not yet been born in 1964, a few highlights from the era: Lyndon Johnson was elected president of the United States, the World's Fair opened in New York City, Mary Poppins and My Fair Lady hit the silver screen and everyone was doing the Twist, he noted. So, in that very different age of the 1960s, a young graduate from the MIT launched in February 1964 a new company called International Data Corporation. IDC was the first company dedicated to providing market research for the then still very young computer industry. In 1964 there were only 18,000 computers shipped during the entire year in the United States so it was truly the beginning of a new industry." Pat also created the unique company and employee culture that makes IDC such a great place to work. "We have a very strong focus on the customer, employees are empowered to make decisions to better serve their clients, we are entrepreneurial, we have a 'let's try it culture,' we respect and believe strongly in the dignity of each individual employee and we seek to have each employee reach their fullest potential within the company."*

*continued from page 4*

## Marketing Summit

"We believe the invitation to our annual summit is one of the most coveted invitations in the Valley," noted **Lori Spendley**, director of marketing, Events, IDG Enterprise. "The personal invitations sent from our senior management team, combined with our other general marketing and retention efforts, plays an integral part in the success of our overall marketing recruitment strategy."

Feedback from attendees was, as usual, overwhelmingly positive and included comments such as:

- "As always the IDG Tech Marketing Summit is the must-attend event in my calendar. Great hosts, excellent guest list and the best networking opportunity of the year for tech marketing community." — Dick Reed CEO Just Media Inc.
- "I make it a point to attend the IDG Marketing Summit as much for the networking opportunity as the informed discussion it affords. It's a very worthwhile investment of my time." — Richard Dym, CMO, Gagein
- "There is no better digital marketing event throughout the year. If I could attend only one event, this would be the one. The attendees are great, the panel superb."

For more information, contact Lori Spendley. ■

*Among those helping to ensure the success of the summit were* ***Michael Friedenberg, Nelva Riley, Deb Begreen, Matthew Yorke, Lori Spendley, Ellen Daly*** *and* ***Peter Longo.***

### Summit results from team effort

The annual IDG Marketing Summit, now in its ninth year, was organized by a cross-functional and cross-organizational team of IDG and IDC employees. This year's team included **Ellen Daly**, senior VP, Events, IDG Enterprise; **Deb Begreen**, senior director, Events, IDG Enterprise; **Lori Spendley**, marketing director, Events, IDG Enterprise; **Richard Vancil**, group VP, Executive Advisory Strategies, IDC; **Susanna Hinds**, director of corporate communications, IDG; **Nelva Riley**, executive assistant to the CEO, IDG Enterprise; **Kathleen Schaub**, VP, CMO Advisory Service, IDC; **Melissa Bambauer**, marketing director, IDC; **Lauren Byrnes**, marketing programs specialist, IDC; and **Ashley Starr**, event planner, IDG Enterprise.

# IDC analysts' insights at Directions guide clients in era of continuous change

IDC set new attendance records for its U.S. Directions conference series in Santa Clara, Calif. (March 11) and Boston (March 19). The 49th annual industry briefing session, with the theme "Transformation Everywhere: Battles for Leadership in the 3rd Platform Era," assessed and predicted key changes in the IT industry related to innovation and growth in an era defined by cloud, mobile, big data and social technologies.

Attendance was up 10% in Santa Clara and 7% in Boston over last year, with a total of 1,861 non-IDC attendees. It was the second year in a row attendance increased at both events.

"The record-breaking attendance at both events means that IDC's relevance to both technology suppliers and technology professionals and influencers is growing," said IDC President & CEO **Kirk Campbell**.

The attendance increase is "an amazing accomplishment given the event's maturity," added VP/Marketing and Lead Development **Jon Guloyan**. "Directions is evidence that you can still have a successful event that covers the entire IT landscape. Most events — CTIA, for example — have a strong vertical focus covering one technology area."

*Senior Client Services Representative **Kao Yang** greets an attendee at the Analyst Connection Kiosk in Boston.*

More than 100 analysts participated in the conference, connecting with clients in general sessions, one-to-one meetings, luncheon roundtables and special interest groups, and 24 breakout sessions across eight topical tracks. **Scott Strawn**, program director, Strategic Advisory Services, spoke to almost 200 attendees at his "Understanding Google" session on each coast, the largest breakout session ever at Directions.

This year's keynote speakers were SVP/Chief Analyst **Frank Gens**, Program VP/Business Analytics **Dan Vesset**; Group VP/GM, Mobility, Consumer and Digital Media **Danielle Levitas**; and Group VP/GM IDC Financial, Government and Health Insights **Scott Lundstrom**. 3Com founder and Ethernet inventor Bob Metcalfe — also a former IDG executive and board member and now University of Texas/Austin professor of innovation — delivered the closing address.

IDG WORLD UPDATE PHOTOS

*Group VP/GM IDC Financial, Government and Health Insights **Scott Lundstrom** spoke about industry transformation on the 3rd Platform.*

Based on the success over the past few years of the Custom Solutions Pavilion, where attendees can explore how IDC can help meet a client's business goals, IDC introduced the IDC Tracker Pavilion this year. It featured a large touch screen so visitors could test the Tracker Query Tool, a web-based platform that gives users new ways to access and analyze data. Conversations at the pavilions have already led to booked business, Guloyan said.

Co-sponsors included all of IDG's media brands, including the new Android-focused site, Greenbot, and first-time partner IDG Global Solutions. In addition to mutual promotion via newsletters, emails, tweets, signage and web postings, the IDG brands' sales teams offered free passes to their clients, doubling their registrations over 2013.

"This was an outstanding day of listening and interacting, and I appreciate it very much on behalf of Cisco," wrote Business Operations Manager Suzanne Lee Barrett in her evaluation. "You made it realistic and provided directional examples in an era of vast and continuous change."

Write to Jon Guloyan. ■

## Twitter power

IDC's Directions-related reach on Twitter more than doubled the tweet/retweet traffic of 2013, which IDC Consultant and Market Development Director **Jill Toole** attributed to "excellent content provided by our speakers and strong support of our IDC and partner teams."

IDC's total exposure for the two events combined was well over 12 million. Toole defines exposure as the total number of times Directions-related tweets were received by Twitter users. She said just one retweet by AOL founder Steve Case — who was not in the audience but retweeted an attendee — reached his 644,000 followers. It was: @Steve Case "The original S&P 500 list was created in 1957. Only 29 of those companies are in business today — adapt or die. (#Directions14").

# noteworthypeople

## New employees

*Swanson*

**IDG TechNetwork** Intern **Erik Swanson** has been hired as a designer. "Erik has been a great addition to our company over the last eight months," said Director of Marketing **Daniella Krieger**. "Between his awesome design skills, his eagerness to help out and be a team player and his great sense of humor, he has made our day-to-day in the marketing team and all of our projects immensely better." erik_swanson@idgtechnet.com

*Nguyen*

**IDC Thailand** Software group has hired **John Nguyen** as a market analyst. He has more than three years of experience in system process performance in the public and private sectors. He holds a B.E. in IT from Hanoi University and an M.S. in finance from the U.K.'s University of Reading. jnguyen@idc.com

*Tangnimitrjit*

Also new at **IDC Thailand** is Market Analyst **Promharit Tangnimitrjit**; he previously worked for an executive recruitment consulting firm in Bangkok. He earned a B.A. in communication arts from Chulalongkorn University in Bangkok and is currently pursuing an MBA with a focus on IT management and strategy. ptangnimitrjit@idc.com

**Nayeli Alvarez** joins **IDC Mexico** as an associate analyst, Contract Services Databases. She previously worked in the sales department of insurance company Seguros Monterrey and as an IT consultant for the Open System Foundation. She holds a degree in marketing from the Instituto Tecnológico y de Estudios Superiores de Monterrey and enjoys reading, music and time spent with friends. nalvarez@idc.com

*Carvalho*

**Larry Carvalho** joins **IDC** as a research manager with its new Platform-as-a-Service group. He has extensive experience in systems integration and enterprise software, spending many years at Cap Gemini and IBM. In 2009 he started his own consultancy, RobustCloud, advising such firms as Amazon, Microsoft, Oracle and others. He lives in Cincinnati. has an interest in improving K-12 education and enjoys golf. lcarvalho@idc.com

## Returning employees

*Widjaja*

**Michael Widjaja** joins **IDC Hong Kong** as a senior market analyst. Between 2000 and 2003, he worked for IDC Asia Pacific as a senior market analyst focusing on the Greater China region. He has also worked in investments, real estate, banking and engineering in Hong Kong, Singapore, Indonesia and Australia. He holds a master's degree in commerce from the University of Sydney and enjoys reading, jogging and IT gadgetry. mwidjaja@idc.com

### What's new at your business unit?

IDG World Update relies on empoyees to send ideas for stories, features, new employee announcements, promotions, anniversary information and Photos of the Day for IDG Central. Write to world_update@idg.com or click Submit Your News on www.idgcentral.com.

*continued from page 3*

## One on one

**Q Can you talk a bit about your transition to a more digitally focused business? What is your digital strategy moving forward?**

A We have committed fully to responsive design: all our online properties render properly on mobile, tablet and desktop. This includes a tricky reworking of our email newsletters to optimize them for smartphone delivery. We now deliver a daily update called Today's Technology Minute, which we publish at commuter time each evening. This can be scanned quickly for an essential digest and offers an option to click through to TechCentral.ie for more detail.

> "Just when we thought we had web delivery figured out, we need to think again about how to monetize mobile in a way that works for this [younger] generation."

We are also readying a new weekly newsletter series delivering long-form content, representing our in-depth print features. Our eventual aim is to reduce costly pagination by rebalancing the print/online mix, encouraging readers to begin a story in the magazine then continue it online.

**Q What keeps you up at night?**

A Teenagers! Never mind their short attention spans, they read everything on their phones and they're our future consumers of B2B content. Just when we thought we had web delivery figured out, we need to think again about how to monetize mobile in a way that works for this generation. More and more, it's where those business eyeballs are focused! ■

## Framingham-, Boston-area runners invited to run with IDG/IDC team

J.P. Morgan Corporate Challenge®

Framingham- and Boston-based IDG and IDC employees are invited to join the IDG team participating in this year's J.P. Morgan Corporate Challenge, a 3.5-mile run through downtown Boston. This year's race takes place on June 26.

Proceeds from the J.P. Morgan Corporate Challenge, which takes place in numerous cities around the globe, benefit a variety of not-for-profit and charitable organizations in the cities in which the races are held.

If you are interested in participating, please contact IDG World Expo Associate Show Director Bryan Rusciano to receive information about the race. ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**27**
**Richard Villars** *IDC*
**Steve Tozeski** *IDG List Services*
**Magdalena Koch** *IDG Germany*

**26**
**Kirk Campbell** *IDC*

**24**
**Ellen Messmer** *Network World*
**Hans Königes** *IDG Germany*
**Andrea Piontek** *IDG Germany*

**23**
**Claudia Dudkin** *IDG Germany*

**22**
**Robert White** *IDC U.K.*
**Maggie Murphy** *IDG*
**Ruth Sager** *IDC*

**21**
**Lisa Golden** *IDG List Services*
**Doreen Francy** *IDC*

**19**
**Jacki McDonald** *IDC*
**Christian Meyer** *IDG Germany*
**Sebastian Hirsch** *IDG Germany*

**18**
**Petra Beck** *IDG Germany*
**Victor Falkteg** *IDG Sweden*

**17**
**Kevin Krull** *IDG*
**Elisa Della Rocco** *IDG Enterprise*
**Parit Shah** *IDG U.K.*

**16**
**Karen Cash** *IDC*
**Peter Müller** *IDG Germany*
**Ronald Wiltscheck** *IDG Germany*
**Magnus Müller** *IDG Sweden*

**15**
**Vernon Turner** *IDC*
**John O'Malley** *IDG Connect/IDG List/IDG Direct*
**Claudia Heinelt** *IDG Germany*

**14**
**Vanessa Teal** *IDC U.K.*
**Paul Moon** *IDC*
**Ryan Francis** *IDG Communications*
**Lisa Blackwelder** *InfoWorld*
**Lisa Stabile** *IDG*
**Galen Gruman** *InfoWorld*
**Robert Mahowald** *IDC*
**Petra Schmitz** *IDG Germany*
**Helle Kierkegaard** *IDG Sweden*
**Peter Nyström** *IDG Sweden*

**13**
**James Poulson** *IDG U.K.*
**Agam Shah** *IDG News Service*
**Lars Danielsson** *IDG Sweden*

**9**
**Dennis Lodin** *IDG Sweden*
**Susan Joyce** *IDC*
**Daniel Bader** *IDG Switzerland*
**Sebastian Stein** *IDC U.K.*
**Iveta Hanclava** *IDG Czech Republic*

**8**
**Joanna Baranowska** *IDG Poland*
**Petr Jirovsky** *IDC*
**Monica Brunaccini** *CXO Media*
**Darren Bibby** *IDC Canada*
**Gio Stein** *IDG World Expo*
**Ching Lee** *IDG*
**Yasmina Benjelloun** *IDC France*
**Silvia Piai** *IDC U.K.*
**Nestor Arellano** *IT World Canada*

**7**
**Erika Karr** *CXO Media*
**Yekaterina Georgiyevskaya** *IDG Enterprise*
**Michael Obermeier** *IDG Germany*

**6**
**Denise Dye** *IDG U.K.*
**Tsuneo Tosaka** *IDC Japan*
**Clark Pollock** *IDG Technology Services Group*
**Marc Chin** *IDC Singapore*
**Simon Piff** *IDC Singapore*
**Daniel Frey** *IDG Switzerland*
**Edith Tricheux** *IDC France*
**Yoko Ono** *IDC Japan*
**Patrick Woods** *IDG Germany*
**Magnus Mu Ray** *IDG Sweden*
**Julie Kim** *IDG Korea*
**Anna Pieprzowska** *IDG Poland*

**5**
**Liam Baker** *IDG Netherlands*

**4**
**Pamela Sumanga** *IDC Singapore*
**Stephanie Ho** *IDC Taiwan*
**Yen Phan** *IDC Vietnam*
**Rohit Mehra** *IDC*
**Louis Kustwan** *IDC*
**Carl Olsson** *IDG Sweden*
**Zbynek Hutar** *IDG Czech Republic*

**3**
**Kiran Kumar** *IDC India*
**Samuel Blazar** *IDC*
**Christina Simmler** *IDG Germany*
**Emma Thornton** *IDG U.K.*
**Franco Spinelli** *IDG U.K.*
**Tom How** *IDG U.K.*
**Ganesh Plllaiyar** *IT World Canada*
**Erik Peelen** *IDG Netherlands*

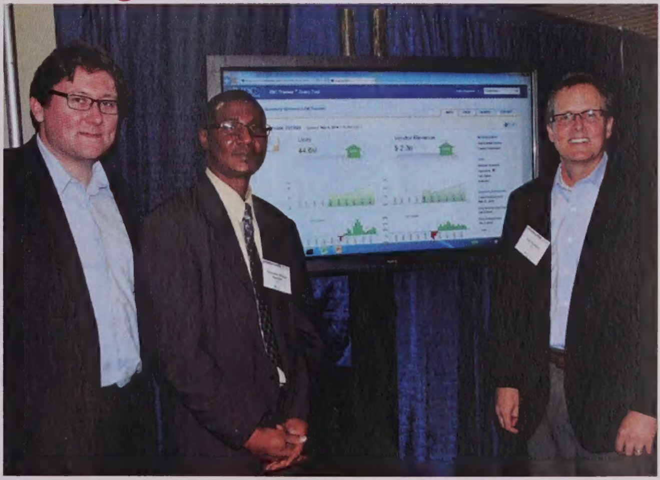
**2**
**Ashish Nadkarni** *IDC*
**Lana Petros** *IDG Connect*
**Dmitriy Perelshteyn** *IDG TechNetwork*
**Mike Brown** *IDG Consumer & SMB*
**Pia Aschenbrenner** *IDG Germany*
**Jochen Redinger** *IDG Germany*
**Nga Bui Phi** *IDG Vietnam*
**Lukasz Zakowski** *IDG Poland*
**Chris Koenis** *IDG Netherlands*

**1**
**Amanda Tyler** *IDG Digital Solutions Group*
**Thomas McGrade** *IDG TechNetwork*
**Mike Feighery** *Network World*
**Jovern Lim** *IDC Malaysia*
**Derk Leon Lim** *IDC Malaysia*
**Li Qiao** *IDC Singapore*
**Luca Diggelmann** *IDG Switzerland*
**Victor Schwanke** *IDG TechNetwork*
**Michael Strawn** *IDC*
**Yazmin Vallejo** *IDC Mexico*
**Yaoi Hirose** *IDC Japan*
**Janine Olsson** *IDC Nordic/Denmark*
**Sebastian Nissen** *IDG Germany*
**Catherine Lowry** *IDC U.K.*

## *Steal this idea: color-coded lanyards*

*IDC MEA&Turkey Conference Assistant **Jely Gonzales** and Conference Project Manager **Sughand Tolani** assist delegates at the recent CIO Middle East Summit. Each attendee received a colored lanyard that associated them with their relevant vertical industry. The easy-to-see identification led to more casual networking opportunities and helped IDC staff direct attendees to the right break-out sessions.*

## Tracking clients at Directions



*At IDC's Directions conference, staff from the Worldwide Tracker Research program helped users test the Tracker Query Tool on a large touch screen. (From left): Senior Research Analyst **Petr Jirovsky**, Senior Research Analyst **Ebenezer Obeng-Nyarkoh** and SVP **Eric Prothero**.*

# celebrating10

## David Plant-Green

*Kitchen Plant*
*IDG U.K.*

"Kitchen Plant is a crucial, somewhat under-valued, role. Like Country Manager. I suspect many of my colleagues think I just sit here all day doing nothing but looking pretty, as if I was an editor or something!"

**Home**
The kitchen, IDG U.K., London

**Joined IDG**
November 2003 as Personal Office Plant to the Publisher

**Career path**
Personal Office Plant to the Publisher, Personal Office Plant to the Publishing Director, Forgotten Plant, Balcony Plant, Kitchen Plant

**What your job involves**
Kitchen Plant is a crucial, somewhat undervalued, role. Like Country Manager. I suspect many of my colleagues think I just sit here all day doing nothing but looking pretty, as if I was an editor or something!

There is, of course, an important presentational aspect to my work. When visitors and colleagues go into the kitchen they are looking for a hot caffeinated beverage and a break from the stresses and strains of the day. I've given up taking part in the former ever since the unfortunate 'poisonous leaf' incident, but I like to think my benign leafy presence helps bring a sense of peace.

More important is my air-purification responsibility. There's a lot of hot air generated in the IDG U.K. office, mainly from the sales floor. I take all that horrible carbon monoxide and turn it into lovely soothing oxygen.

**Best part of your job**
Ha.The things I hear and see. You wouldn't believe how indiscreet people are around plants. It's as if they think I am just a plant with no eyes and ears and without a scheming Machiavellian mind intent on world domination…MUH HA HA HA HA HA HA HA!

Sorry, what was the question again?

**One thing you've learned during the course of your tenure at IDG**
Print is dying, and that's a good thing. Seriously.

Too many good trees have been sacrificed so that Macworld readers can salivate over the latest overpriced shiny tat while they drink complicated coffee around glass coffee tables, or PC Advisor readers can pass the time until visiting hours.

***David Plant-Green**'s IDG career was almost cut short before it could really blossom when he was inadvertently left behind during the company's move to a new office.*

Sure, you may like print magazines. You might enjoy the experience of browsing a well-published mag. But answer me this: have you ever listened to the screaming at the paper mill while your cousin Woody is fed into the pulper? Thought not.

Trust me, when you've lost some of your best friends to the print process you think online-first quicker than you can say "HTML."

**What's kept you at IDG for 10 years?**
Dude. I can't move.

I mean, I almost left when we moved to a new office and they forgot about me. And then I got dumped on the balcony for a bit. I nearly blew away and many of my leaves froze off. But that's the closest I've been to getting out of here. I've really got limited input on my career decisions at this point.

**If you could change one thing about IDG, what would it be?**

continued on page 10

*continued from page 9*

# Celebrating 10

Good question. I think we all understand that we are in an era of data-driven media. Content is hugely important, quality of content even more so, and we have to meet our readers needs on whichever of their multiple touchscreen devices they are using. Publishing is now a conversation on a local, social level. It's a multiscreen world, and we need to be flexible and inventive. And I think that IDG's de-centralized philosophy allows us to really focus on what matters. So if I was to change one thing about IDG it would be this: Would it kill them to water me a bit more often?!

**Interests outside the office**
Outside the what now?

**Favorite non-IDG Web site(s):**
I'm a social media maven. I love all the big players: Facebark, Instabranch, Whats Sap. But I can't speak or move my leaves, so mostly I spend my days staring out of the window whiling away the hours. You know, like I was a web developer.

> "Mostly I spend my days staring out of the window wiling away the hours. You know, like I was a web developer."

**Dream destination**
Anywhere. Seriously, anywhere. This 'outside the office' place you were talking about sounds good.

**Five people — living or dead — you'd invite to a dinner party?**
I'm a huge TV and movie fan, so definitely two of my favorite actors: Forrest Whitaker and Woody Harrelson. Probably Clint Eastwood, too, to get the director's view. I was a huge fan of *High Chaparral* so I would invite Leif Erickson. And finally I'd have to relive my childhood *Dukes of Hazzard* fantasies and invite Catherine Bach. You know her — she played Daisy Duke.

**As a kid, what did you want to be when you grew up?**
This is kinda embarrassing, but when I was a sapling all I ever dreamed of being was one of the poles in the Olympic pole vault competition. Of course, you grow up and real life intrudes, but I've held on to the dream. Sometimes when the office is all-but empty I get the cleaner to vault over the kitchen table using one of my springier prongs.

I'm an optimist: so sue me!

**What was the last good deed you did?**
You read the bit about me turning carbon dioxide into oxygen, right? I'm committing freakin' miracles every minute of every day. "Good deed." Pah. Let's see you perform complex and life-securing chemical reactions, clever pants.

**First job**
I spent a few weeks working in a garden center/nursery. My role was pretty similar to what I do now. I thought it was going okay, but before I knew it I got the sack. Literally, they put me in a sack.

Next thing I knew I was in the office at IDG.

**Favorite sports team**
In hockey I like the Maple Leafs; in soccer I am a big Nottingham Forest fan. In basketball I follow the Timberwolves. And I was a huge fan of the Dodgers back in Branch Rickey's day. My favorite individual sportspeople are the cricketer Joe Root and — of course — Tiger Woods. You know he was swerving to avoid a tree when he hit the fire hydrant, right?

**Manager's profile**
'I can honestly say that in David's long service at IDG he has never taken a bad step. Okay, he doesn't have feet, but his roots have been very well behaved. He never causes any problems, avoids office politics and offers a nonjudgmental ear to anyone who needs to talk. (Plants have ears, right? Like corn?) Most importantly, he's cheap. Really, really cheap. His salary is a bit of water every now and then, and for his annual bonus he takes the occasional discarded tea bag. Try offering that package to the editors, and you'll hear about it in the employee survey."

*— Matt Egan, editor-in-chief, IDG U.K. Tech Media*

## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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**Lori Spendley** *IDG Enterprise*
**Jill Toole** *IDC*

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» PLEASE VISIT IDG CENTRAL TO LEAVE YOUR OWN MEMORY OF PAT MCGOVERN

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EMPLOYEE NEWS AND INFORMATION
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ENTREPRENEUR, VISIONARY, MENTOR, GLOBAL CITIZEN, PHILANTHROPIST, FRIEND

# Remembering IDG Chairman and Founder Patrick J. McGovern

*Following the death last week of IDG's founder and chairman Pat McGovern, or "Uncle Pat" as he was affectionately known to so many throughout the company, the editors of IDG World Update contacted current and former colleagues around the globe. We asked colleagues to share a memory or a reflection on the man who helped mold the IT media industry and served as an inspirational leader, mentor, counselor, friend, and cheerleader to the thousands of people who have been privileged to work for IDG during its first 50 years.*

**Pat McGovern** *poses inside the McGovern Institute for Brain Research at MIT. The institute was made possible by a $350 million gift from Pat and Lore McGovern in 2000.*

Visiting Pat for the last time, I was driving down Sand Hill Road in Palo Alto, Calif., and couldn't help but notice all of the venture capital and tech companies that Pat touched along the way. Then I realized that the road is lined with beautiful oak trees that reminded me of Pat's strength, beauty and resilience. My most enduring memory of Pat will always be our first meeting. During my interview to join IDG he treated me so graciously but also grilled me for five hours on why I should be part of such a special place. It became immediately clear that Pat and IDG are one in the same — innovative, creative, fun, humble, passionate, transformative, visionary, in short, leaders.

*Michael Friedenberg, CEO, IDG Communications Worldwide*

The first time I met Pat some 47 years ago he picked me up at Logan Airport (for a job interview) and drove me to the printer on the South Shore that was to print the first copies of Computerworld. On the way there and back he told me about his plans for Computerworld and IDC and that by the time we both retired there would be CW and IDC products all over the world and that IDC (as the company was then called) would be the leading source of information about information technology. That was in 1967! Talk about a visionary. Incidentally, the drive was death-defying, and those of you who have ever been in a car with Pat as the driver know what I mean. He was so enthused about what he was talking about he had no awareness of other traffic. Thankfullly, I got the job, and it turned out to the be the job of a lifetime! There are no words to describe my sense of loss.

*Walter Boyd, former president, IDG; longtime IDG board member; newly elected IDG chairman of the board*

I had the good fortune to be one of Pat's point persons on the first Soviet/American media joint venture in 1988. It was the kind of surrealistic business experience that one could only dream of growing up during the Cold War. But to Pat, while exciting, these international experiences were part of his genetic make-up; he was global by design, and domestic was simply a subset of his insatiable worldview. He had the uncanny ability to carry very little cultural baggage in his interactions with clients, partners and employees around the globe. People gravitated toward him to experience what was perceived as the epitome of a "citizen of the world."

*Frank Cutitta, CEO - Center for Global Branding; former VP/IDG Int'l Marketing Services*

The world has lost an incredible man who was both of the world and of our personal world. He changed the landscape of IT media and also touched those who worked for him with kindness, grace and care. He could tell a good joke with the best but also could stand before an audience with focused vision. Not many people can span the vastness of this feat but he did it, and we are all the better for his presence and gifts.

*Deb Goldstein, former president, IDG List Services*

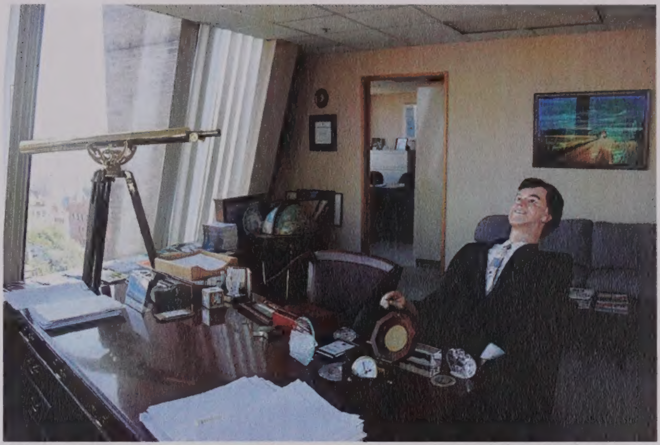
When I was the new publisher of InfoWorld in the 1990s, I wrote a column that so angered our friends at Hewlett-Packard that they suspended advertising in all IDG publications worldwide. I sheepishly called Pat to let him know. Pat had already read my offending column and said, "Bravo!" Apparently, he liked it. He also said don't worry, the InfoWorld audience was too valuable, and HP would come to its senses, which they did the next day. Pat taught us through the success of IDG about the "separation of church and state" and its long-term value to a publishing enterprise. Pat taught us many important things. I miss him very much. RIP.

*Bob Metcalfe, University Texas/Austin Professor of Innovation, former member of the boards of InfoWorld, IDC and IDG*

I met Pat in the mid-1980s when I was muddling through with a new computer magazine in Canada that was going nowhere. Pat had been involved with another company in this country that went nowhere, and he was motivated to teach his former partner to be nicer to foreign investors or they might come back and bite you. I was happy to oblige. Pat sent his newly minted President Axel Leblois up to do the deal. What I liked about Pat is that he assumed from the beginning we would be successful. Of course that meant if you weren't it could get a little frosty. The problem was that when I arrived for one of those worldwide meetings he always knew more about my business than I did. What I loved about Pat is that he was an international man. He was at his best and happiest travelling the world spreading the gospel of Pat — his values, his vision and beliefs. He was unique in that regard, holding tenaciously to the view he was empowering partners and managers around the world to be successful in their own way, in their own cultures and business climates. He created wealth, knowledge and family around the world. He was in this way the un-American American bestriding the world with curiosity, determination and flare. Happily he did so with a sense of humor and affection for his many followers around the world because that is what it amounted to.

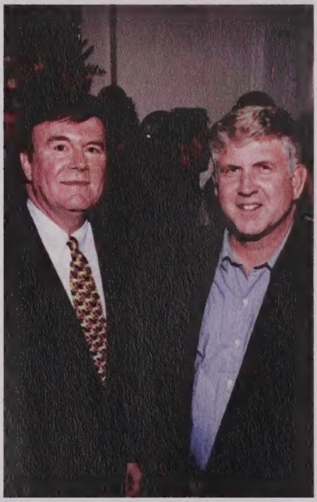
We grieve his loss and honor his legacy. Worldwide, decentralized publishing companies are few and far between. It behooves us to continue to take his advice and stride boldly into the future. He would have it no other way.

*Michael Atkins, president, Laurentian Media Group, IDG's Canadian publishing partner*



*Manny, VP of listening, has been a fixture in Pat McGovern's office since the early 1980s when three members of the Computerworld art department — the late Tom Monahan, Chuck Ladocuer and Marina Bonacci — felt the globe-trotting founder (he was logging some 300,000 miles a year) needed a more constant presence in the office. Some years later, Pat's then-executive assistant, Mary Dolaher, found someone to create a sculptured head to replace the original paper mache version, which had begun showing signs of wear. "We used to bring Manny to various budget meetings to get approval, because it was always easier to get him to agree!" Dolaher said.*

*Upon his retirement in 1995, after 28 years with IDG, then-President Walter Boyd was the guest of honor at a gala celebration aboard the Boston Harbor cruise ship Odyessy.*



*Bob Metcalfe, co-inventor of Ethernet, founder of 3Com and a fellow MIT alumnus, served as the publisher of InfoWorld during the 1990s. He is pictured here with Pat McGovern in 1996.*

I had been at IDG for just about a year when I ran into Pat while dropping off a report in my boss's office one afternoon. As a new IDG employee I had only met Pat once several months earlier during the annual holiday card visit. He completely surprised me by greeting me by name and asking a few specific questions relative to my job at the time. His genuine interest in and concern for his employees was evident that day and in every interaction I had with Pat over the next 24 years. His passion and vision shaped the tech media landscape and inspired generations of IDG employees past and present. He will be missed.

*Janet King, SVP/general manager, IDG Research Services*

Pat was not simply an inspirational leader and a fascinating characterr. He embodied the history and culture of this company, so it was always fascinating to see that in action. The first time I met Pat was at the start of my second tenure with IDG. I'd worked here in 1993-94 as a sales rep with *Publish* magazine and never met him, so when he walked into my office in December 2003 I was sure he would not recall that. He obviously had done his homework because there he was calling out my name like a long-lost friend and recalling my various accomplishments in my brief tenure. He knew more than I did about it right down to my biggest accounts and when I beat my quota. Each time I've met Pat over the years, I've been impressed by his memory, his intellect and of course his great wit. I will miss his quick analysis of the financials at Operational Review Board meetings and his unrelenting ability to add value in every meeting he took part in. I will treasure the rainbow memos and have saved each one like a 5th grader holds onto the report card with all As. I'm grateful to have known him and appreciate every day the legacy he's provided us all.

*Bob Melk, president, IDG Consumer & SMB*

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Pat had the most extraordinary mental "operating system" for business — a way of looking at the world that could balance innumerable variables, incorporating the details of the problem and the motivations of everyone involved on his way to a conclusion that mixed wisdom, compassion, a trust in others, and always, always vision. I felt close to Pat — my office was next to his for all of my 15 years at IDG — but I think part of his genius was that everyone at IDG felt connected to him no matter where they worked in the company. Whether it was the Good News memos, the product line meetings, the anniversary dinners, the office visits that included a stop at every desk, the worldwide managers' meetings, the holiday cards, the response to every single message — they all contributed to this impressive culture where everyone felt part of his extended family, and they returned that attention and affection with amazing dedication. He loved what he got back. The continuous testing of new ideas. The pride taken in a shared success. The adventure of planting another flag. The excitement of launching a new product. The front-row seat at technology's most important milestones over 50 years. It was a company that kept reinventing itself even as its culture remained consistent. How rare. And how much pride and happiness Pat got from that continent-to-continent, product-to-product, person-to-person, year-to-year. He held it all together in a way that inspired everyone who crossed his path. What a unique man. What a unique business. What a unique legacy.

I still have my stack of Good News memos. I will re-read them now while remembering the hearty laugh, the enduring wisdom, the sincere appreciation, the smiling wink — all the parts of him that none of us will ever forget.

*Kelly Conlin, chairman and CEO, NameMedia,*
*former president & CEO, IDG*

"Part of his genius was that everyone at IDG felt connected to him."
*Kelly Conlin*

*Pat McGovern was well-known for donning elaborate costumes to entertain attendees at IDG's Worldwide Managers Meetings. Here, Pat and IDG President* ***Kelly Conlin*** *channeled their inner gangsters at the WWMM in Maui in 1987.*

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For all of us within IDG Germany Pat's passing is very sad, and we are all shocked. Pat has always been very close to the employees and the management team of IDG Germany. One of our highlights with Pat was the day he toured all our departments. Everybody on our team was eager to talk with him personally. Another highlight were the 10th anniversary dinners for employees who had worked at IDG for 10 years. Sometimes there were up to 40 people in one very warm room at the Käfer restaurant in Munich, and Pat would be in the center of the group offering a very inspiring toast to all the employees. Afterwards he talked with every person individually about their hobbies, their holiday trips, their pets and other things employees were interested in.

Members of the management board appreciated very much his highly innovative advice, which helped us navigate successfully through the transformation process. We will never forget Pat's vision, Pat's powerful energy, Pat's huge enthusiasm, Pat's "being on the earth attitude," Pat's love for human beings, Pat's humor — even if the situation was tough — Pat's ability to create a big IDG and so much more. I personally have lost a great mentor and advisor in my life.

*York von Heimberg, president & CEO, IDG Germany*

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Pat was an inspiration. His positive attitude was contagious, and in many ways self-fulfilling. Pat had the ability to lift people's spirits through his words and manner. Whenever Pat was around, the entire mood of the organization became more positive. I will always be impressed with his ability to inspire those around him.

*Crawford Del Prete, EVP/Worldwide Research*
*Product and chief research officer, IDC*

Here are a couple of simple memories which to me illustrate what was so special about Pat. At a European Managers Meeting lunch about 11 years ago, a country manager was telling me everything that was wrong with IDG Global Solutions, where I was running sales at the time. Pat, who was seated across from me, looked at me, smiled and winked and carried on eating. He was basically telling me, "It's okay Matt, it comes with the territory and don't let it get you down." Last year, backstage at the Global Product Line Meeting in Dublin going through the routine we all have before going out on stage, going over notes, pacing and trying to stay calm…I looked over to my right to see Pat going through the exact same routine as me! It made me realize that he cared as much about making a good impression as I did. I just felt a little more relaxed after seeing him that way.

*Matt Yorke, president & CEO, IDG Enterprise*

I'll always be grateful for the many lessons about leadership and life that I learned from Pat. Through countless examples, he demonstrated the importance of empowering employees, putting customers first, acting globally, setting big goals, always seeing the glass "half full," and being mission-focused in all that you do. Through it all, he was very humble, philanthropic and incredibly consistent, even in the toughest of times. I was fortunate to recently see Pat for a brief visit to thank him for all that he did for me and for so many.

*Bob Carrigan, president & CEO, Dun & Bradstreet, former CEO, IDG Communications Worldwide, member, IDG Board of Directors*

***Gary Beach**, then president and CEO of Computerworld, introduces Pat McGovern prior to his remarks at Computerworld's 25th anniversary celebration at Boston's Copley Plaza Hotel in 1992.*

I joined IDG as COO of Macworld in 1993 and a couple of years later became CEO. I remained at IDG for 15 very happy and rewarding years. The challenges Apple went through in the late '90s made it a wild ride. Apple was close to bankruptcy and the Mac titles were struggling. Ever the optimist, Pat had a solution even if I was rather stunned by his suggestion we merge with our rival, Ziff Davis, to form Mac Publishing. His insight on this occasion, as on so many others, was, of course, spot on. Macworld eventually returned to 100% IDG ownership and to this day remains a successful brand. In my years at IDG in a variety of roles, including being a member of the IDG Executive Committee, I got to see many aspects of Pat. The compassionate and humanitarian Pat who truly cared for the IDG employees and wanted to ensure IDG was not only a great place to work but one that offered the best training and career development. The supportive Pat who, during some of the most challenging times, would pick up the phone to offer guidance. The customer- and industry-focused Pat who was happy to see empty sales offices, assuming that the teams were out with clients. The unstoppable, optimistic Pat who used his own system of math to prove a point. The tough, financially focused Pat, whose incredible memory could easily trip you up if you were not well prepared. The decisive Pat who could bless or kill a deal in a instant.

Pat's management philosophy allowed me and my colleagues remarkable freedom to run our businesses. With that freedom came responsibility and accountability — you could be widely successful or you could hang yourself. He believed the best of people and as a result people believed in themselves and pushed to greater success and achievement.

The culture of IDG reflected Pat. It spawned remarkable camaraderie and global friendships that endured during and after our time at the company. The refrain "we are family" reverberates in my head nearly as much as Pat's loud and infectious laugh. I can't thank him enough for the many opportunities he provided over the years.

*Colin Crawford, CEO, Media 7,*
*former president & CEO, Macworld Publishing*

> Through countless examples, he demonstrated the importance of empowering employees, putting customers first, acting globally, setting big goals, always seeing the glass "half full," and being mission-focused in all that you do.
>
> *Bob Carrigan*

My favorite American philosopher is Will Rogers who once said, "numbers don't mean nuthin, it's people that count." And that 's how Pat guided IDG to incredible success for half a century. If you ran an IDG business unit, which I did for 10 years, you knew you would be primarily measured by the numbers produced in the annual IDG Employee Survey — not by making, or missing, a profit goal. Of course, Pat expected IDG managers to hit their financial numbers. But he realized for long-term success, it was great people that counted more than dollars.

*Gary Beach, publisher emeritus, CIO*

To me Pat was a gentle giant. Even though he was a billionaire, the fact that he carried his own bags to a hotel and was humble yet amazingly intelligent made him an inspiration for me. When he came to Dubai, I can safely say he was an amazing inspiration for all the staff. His death leaves a void in our hearts.

*Dominic De Sousa, publisher, CPI, IDG's publishing partner in the United Arab Emirates*

*At a celebration in April 1988: Current IDG President and CFO **Ted Bloom**, IDG Chairman of the Board **Walter Boyd**, Pat, and then-Executive VP/Finance **Bill Murphy**.*

When I moved from president of InfoWorld in 1994 to chief operating officer of IDG, I found myself in the first few months spending more time responding to business unit heads around the globe than I had anticipated, and less time than I would have liked visiting business units nd meeting clients. One evening I went to Pat and asked him how he managed to get out of the office to find out what issues clients were most concerned with and how our marketing solutions could be of assistance. We were in his small conference room and he asked me to follow him into his office, where he proceeded to take his "in basket" and for effect dump everything into the wastebasket. He told me that anything that was really important he would hear about, and that I should be spending at least half of my time out of the office. I took his advice to heart and have never looked back. Since then all of my best business ideas have come from client visits with members of my management and sales teams. He had the optimism of a true entrepreneur and never entertained the idea that IDG would not be successful, globally.

*Jim Casella, chairman and CEO, Asset International/Case Interactive Media, former chief operating officer, IDG*

What would Pat want us to be doing today as we remember him? He would, above all, want us to look to the future, to help others be successful and to constantly be learning new things. These were all things he did so well. His legacy lives on in all of us.

*Steve Woit, founder, Riga Ventures, former general partner, IDG Ventures*

An extraordinary and generous man, a gentle giant, our leader, our champion, our Uncle Pat. He earned our love, loyalty and respect every day by creating a culture where we were free to be our authentic selves while growing IDG into the world-class media empire it is today. Having spent nearly two decades at Pat's IDG, I am honored to have experienced his wisdom, energy and aura. I will cherish the times we danced together, sparred at ORB meetings — "Ev, the plan is a doable stretch," a lovely collection of rainbow notes and how we used to eat sushi together before handing out the holiday bonuses. We mourn the profound loss of Pat here on earth as he takes his rightful place among the stars and the angels. RIP dear Pat, "Your candle burned out long before your legend ever did."

*Evilee Ebb, VP/publisher at HealthLeaders Media/HCPro, former Network World CEO/publisher*

I met Pat for the first time in Dublin during the last ORB meeting, and it was during a lunch. I still remember very clearly being a bit nervous. He explained to me that all good country managers have one thing in common: they are out in the market. And I found out that the added effect of being out with clients is that, if you have good people in the company, most internal issues are solved before you are aware that there is an issue.

*Robert van Loon, managing director, IDG Netherlands*

On one of his visits to IDG Ventures India, Pat invited us to join him for dinner. An hour before the scheduled appointment, we received a message that he was running 20 minutes late, so we should arrive accordingly. We, nonetheless, arrived at the original time and were surprised to find Lore waiting to greet us. Pat had requested that she keep us company just in case we did arrive early! Pat's respect for time and the thought he put into making every employee feel special was a humbling experience and one that left an indelible impression on me. Even without being present Pat had this amazing way to move you in very unique ways. By the end that meeting, I knew why just the privilege to work for Pat was worth spending a lifetime at IDG.

*Louis D'Mello, president & CEO, IDG India*

> "He earned our love, loyalty and respect every day by creating a culture where we were free to be our authentic selves while growing IDG into the world-class media empire it is today."
>
> *Evilee Ebb*

I still remembered the first day I met Pat in Seoul in 2008. He smiled and shook hands with every staff member and spent time chatting with them. It was an extraordinary experience. Before I joined IDG, I worked for a large conglomerate. If you were not in a management position, it wouldn't be easy to talk with a chairman in a Korean company because of the high degree of hierarchy. I felt he was a special man. All employees in Korea who had a chance to chat with Pat felt the same, and they expressed that they felt that he really cared about them. Whenever I met him at ORB meetings and GPLM, he listened with a great interest and always encouraged me. How can I forget his passionate voice and smile. "Hi Katherine! How are you?" I still hear his voice in my head. Thank you, Pat. It was a privilege working with you.

*Katherine Park, managing director, IDG Korea*

HAPPY BIRTHDAY
COMPUTERWORL

***Mary Dolaher** and Pat McGovern lead the Westwood High School band from IDG headquarters at 5 Speen Street to Computerworld's Cochituate Road office in Framingham, Mass., to kick off a surprise party celebrating Computerworld's 20th anniversary on June 20, 1987.*

I had the pleasure of meeting Pat when I joined IDG in May of 1983. Initially I was IDG's receptionist when all 20 employees of IDG fit on the third floor of Five Speen Street in Framingham. Pat and Lore came into my life shortly after my father's passing, and they were both mentors and friends to me for the last 31 years. Some of my favorite memories of Pat were the hilarious videos we created for the International Managers Meetings and holiday parties or Pat dressing as Confucious to entertain the crowd in Beijing.

My most favorite memory must be during a trip to London when we arrived at the hotel late in the pouring rain. Unbeknownst to us, we walked straight into the paparazzi with cameras flashing and all the reporters taking pictures of us . . . we had just walked into the Miss Universe contestants' red carpet arrival. We hurried to the desk to check into our rooms and I was graciously placed in the Presidential Suite while Pat was placed in a what we later learned was a "chef's room" which was sub-par for any hotel guest. Pat was gracious as always and never said a word until the next time he was going to go London. He said, "can you pull some of your Ms. Universe strings and get me a better room?"

*Mary Dolaher, CEO, IDG World Expo*

I met Pat McGovern in June 1984, and after that meeting I worked with him for 30 years. That meeting marked my life, indeed. Pat has been my professional trainer, coach and career-maker. His personality had such warmth; he made you feel like you were part of the family. His way of speaking and his professional demeanor have always been models of how to motivate people. As a visionary entrepreneur, he had nobody ahead or beside him in our industry — he simply proved to be number one! Pat's great sense of humor made our meetings, filled with guidance and business advice, enjoyable. Over many years working with Pat, I never had a dull moment. His sharing and caring molded my professional and private life. I want to extend a thank-you to Pat for all my memories and for making my life better.

*Morten Hansen, managing director, Techno Communications (formerly IDG Norway)*

For me Pat McGovern is this king of things that can happen (if you are lucky enough) once in a lifetime. Pat and Lore came to Eastern Europe in 1990 looking for partners at science and technology publications, and I was an editor at one of the magazines, InfoClub. He called the American Embassy in Bucharest to find contacts, and someone recommended me. That day our secretary called me to say that an American wants to talk to me! When I answered the phone and I heard the name, for a couple of seconds I was breathless because I knew who he was. The next day he and Lore came to our office. Pat was so natural, so understanding, so warm; and I was so embarrassed that we did not have decent glasses to serve our guests. But Pat drank his juice out of an old teacup just as though he was drinking from a crystal glass, smiling and perfectly understanding our situation. Pat was to me at that moment the person who took off the curtains and showed me the whole world. I realized it is possible to be part of this world — once you have this huge chance to meet a man of real vision — and, as a partner, I did my best to fit into it. Pat defined an age in the worldwide IT&C industry and, maybe equally important, he is synonymous with a special style of doing business: elegant, understanding and with a deep knowledge of the diversity of each of the countries and regions of the world.

> "Pat defined an age in the worldwide IT&C industry and, maybe equally important, he is synonymous with a special style of doing business: elegant, understanding and with a deep knowledge of the diversity of each of the countries and regions of the world."
> Mihaela Gorodcov

*Mihaela Gorodcov, general manager, Communications Publishing Group (Romania)*

*Pat McGovern and* ***Marion Kibbee*** *at an IDG Asia Pacific Managers' Meeting circa 2000.*

Pat McGovern was larger than life, and yet he was one of the most caring and generous people I have ever known. Working with Pat for nearly 30 years was truly the most amazing and rewarding experience of my life. Watching him spread the IDG name and what it stood for across the globe was an incredible journey. Yet all the while, Pat always found the time to spend with his employees and knew something special about each one of them as well as something about their families. He made everyone feel special and that they were an important part of the IDG family. Pat was an amazingly patient teacher. He was truly what IDG is all about. Rest in peace, Pat, and know you will never be forgotten by the thousands of people you touched and helped along the way, including me and my family.

*Marion Kibbee, former vice president, IDG Corporate Services*

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It should not surprise you that in his youth six-foot four-inch Pat McGovern was a basketball player. In high school he played center against Wilt Chamberlain. What he gave up in height against Wilt the Stilt he made up for in feistiness.

In the late 1960s the town of Newton had a recreational basketball league. IDC had a team, and the town was delighted to actually have a sponsored team of people from one company. Pat was not a bad player, but he fouled people a lot.

I was on the team, and one of my jobs was to negotiate with the referees. You could not tell Pat McGovern that he had committed too many fouls and he had to sit down. Nobody could tell Pat McGovern to sit down. So I negotiated "extra fouls" for Pat, and he never fouled out of a game.

*Ted Bloom, IDG president and chief financial officer*

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Pat McGovern loved to tell a story. Not surprising for a man who built a publishing empire. He told stories about his travels. Stories about faraway places. Stories about the industry. Stories about people. Stories about himself. What better way to remember Pat than to tell my favorite story about him.

In February 1992, I was booked to attend the European Managers Meeting in Helsinki. The day before I was to leave I got a call from then-VP of Corporate Services Marion Kibbee. She had just seen the itineraries and she wanted to let me know Pat would be on my flights. "You know he will be in economy," she warned me.

In those days Pat made a very public show of flying economy. He wasn't being pretentious. He was setting a good example.

I was booked in business class. I called the travel agency and downgraded myself immediately.

When I got on the plane in Boston for the flight down to New York I watched Pat get on and sit down in first class. When we got off at JFK he began apologizing to me profusely. He said he did not understand who had booked him in first class, and he would have words with the travel agency. Six-foot, four-inch tall Pat McGovern was apologizing to me for traveling in first class?

We walked up to the Finnair counter to check in. The attendant asked if we wanted to be seated together. Pat said we certainly did. It was a long flight and we had much to discuss. She looked at our reservations, then looked at Pat and said, "I'm sorry sir but I can't seat you together. You are in business class and he's in economy."

Awkward silence. I asked her how much it would cost to upgrade so I could sit with my boss, a number I knew exactly as I had just downgraded. She gave me the number. I looked troubled. Instantly Pat threw his credit card on the counter and said, "You're on a pretty tight budget; I'll take care of that."

Pat could grill you for hours about a $1.89 discrepancy in your budget but not hesitate an instant to buy you an upgrade to sit with him on a long flight. That's why a lot of us stayed with him for a long, long time.

*David Hill, president, IDG Communications*

> "Pat could grill you for hours about a $1.89 discrepancy in your budget but not hesitate an instant to buy you an upgrade to sit with him on a long flight. That's why a lot of us stayed with him for a long, long time."
> *David Hill*

*Pat McGovern with (l-r): IDG Communications Worldwide CEO* ***Michael Friedenberg****, IDG Communications President* ***David Hill*** *and former IDG Communications CEO* ***Bob Carrigan*** *on the occasion of Carrigan being named to the IDG Board of Directors.*

*In January 2010, Pat McGovern and IDC President & CEO* ***Kirk Campbell*** *presented the James Peacock Memorial Award for research excellence to Research Director, Hard Disk Drives* ***John Rydning*** *and Program VP/Worldwide Tracker* ***Hoang Nguyen****.*

One of my best memories of working with Pat is his annual December visit to U.S. offices to distribute holiday cards and cash bonuses to employees. I accompanied Pat for 20 years as he met with each IDC employee in Framingham. Since we have several hundred employees in this IDC headquarters office, it would take Pat almost two full days. It was always a fun and happy day at IDC when "Pat is coming." Since many IDCers have long tenure with the company, Pat knew many employees well and he remembered many more from previous visits. Pat was genuinely interested in each individual. Some were nervous to meet "The Chairman" so Pat would do his best to put them at ease. By the end of this process of greeting every Framingham employee, despite the fact that Pat did 95% of the talking and I only did 5%, I was usually fairly exhausted, but Pat was full of energy and enthusiasm and was ready to meet in upcoming days with the hundreds and hundreds of other IDG U.S. employees. By personally showing his interest in each individual employee and appreciation for their accomplishments, Pat set a special example for all business leaders of how important every employee is to the success of the organization. I suspect that Pat's annual December holiday card visits will be long remembered by all IDG employees past and present who experienced this wonderful tradition.

*Kirk Campbell, president & CEO, IDC*

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Back in the mid-1980s, I had been at IDC in Europe a few years, Pat took time out of a conference he was attending in New Orleans to call and offer me the European Research Director position for IDC. He must have been very busy, but he didn't get someone else to make the call, he made the call himself. Of course that made a huge impression on me, and as we all know, that was Pat and his way of working with people!

*Philippe de Marcillac, IDC executive vice president, International Business Units*

Pat was a giant of a man. His support of everyone around him and the respect he offered to all that came into touch with him was unparalleled. I am honored to have had the chance to meet Pat "the Entrepreneur" in my time working with him in venture capital. There, I encountered a different sort of Pat. One who brought all the skills, integrity and leadership that he exemplified as chairman of IDG but in addition a sparkle in his eye for new businesses and ideas and for smart young people. The fact he found the time and devotion to support us on the journey to find and support young technology businesses was a testament to what was at Pat's core — an unprecedented spotter of what the future holds and a supporter of all things new. Like many people across IDG (and way beyond) my feelings are still very raw. He was a great, great man and I will miss him enormously.

*Kit Gould, CEO and managing director, IDG U.K.*

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The two of us worked with Pat for 22 and 19 years. We have so many wonderful memories of Pat, his boundless energy and the fun times we had together. Two funny stories come to mind that revolve around "wardrobe malfunctions."

One day he asked us if we had any rubber cement. Our curiosity was piqued. We popped into his conference room to see if we could help with whatever mundane office task he was taking on himself. There he sat, happily gluing the soles back onto his snow boots with rubber cement. He was so delighted that he could repair his favorite winter boots and wear them for another season!

Then on a particularly busy day filled with transcribing Pat's dictation, he walked in and handed us his raincoat. "I think my cell phone has slipped through a hole in the pocket lining, and I can't get it out," he said. Just as he handed us the raincoat, it started ringing. Pat was frantic. "I need to know who is calling," he cried. We managed to fish the phone out of the depths of his raincoat and identify the caller. "You are amazing," he said. "You did that in record time!" We never did learn what the previous record for retrieving a phone from a raincoat lining was.

That's what Pat was like, always so appreciative of those around him. It was an honor to work with Pat, and we are forever grateful for the day he asked us to join his team.

*Maggie Murphy, executive assistant to the chairman, and Antonette Cutone, executive assistant*

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I will always remember when Pat and Lore came to Vienna to celebrate the 10th anniversary of IDG Austria. Pat sent a memo a few days in advance and asked me to arrange as many business meetings as possible for the day of his stay in Vienna. After three or four meetings with Austrian IT companies — he, of course, would have preferred to meet with twice that many if time had allowed — we ended with a wonderful dinner and a bottle of Dom Perignon 1986, the founding year of IDG Austria.

*Manfred Weiss, ComputerPartner Austria and Computerwelt, Austria*

I will never forget my 10th anniversary dinner with Pat at the Ritz in 1983. I was so nervous before he arrived in the limousine to pick me up. What would I talk about with this very brilliant man, who was my boss's boss's boss, for three hours? As it turned out there was nothing to fear as he was absolutely charming, warm, caring, disarming and so interesting to talk to on so many subjects. As a matter of fact, I had to interrupt him many times to get a word in.

We had so much fun, and I was never nervous with him again. Well, not unless he was sitting in the front row taking notes when I gave a speech! I feel so fortunate to have known him and to have been a member of his IDG family for 32 years.

*Kathy Dinneen, former president, IDG Research Services*

IDG TechNetwork was the first IDG business unit to be based in New York City, and one day Pat came down to visit. He addressed our employees and afterwards we had lunch at Keens Steakhouse. I had met Pat many times before, but this was the first time we had been out alone together. We had a drink and some steaks, and talked about the circulation wars between PCWorld and PC Magazine, where I had worked earlier in my career.

It was a beautiful spring day and we walked over to Penn Station so he could catch his train back to Boston. On the way we talked and laughed about his college years at MIT and mine at Holy Cross. I walked back with a new perspective on the person who built our company, who was also a warm man who cared about people. I'll never forget how much I enjoyed that lunch.

*Pete Longo, CEO, IDG TechNetwork*
*and chief digital officer, IDG Communications*

*Pat and Lore McGovern traveled to Stockholm in 1999 to take staff members at IDG Sweden to a celebratory lunch in honor of their 10 years of service to the company. Over the years, Pat hosted thousands of IDG employees around the world at such celebrations.*

*At the 10th anniversary of the McGovern Institute for Brain Research in 2010, Pat and Lore McGovern and Robert Desimone, director of the McGovern Institute (right) welcomed the conference's keynote speakers, journalist Jane Pauley (left) and actor Alan Alda (second from right).*

To me, Pat's greatest genius was that, long before Facebook, he understood the deep power of community: our longing to share challenges, triumphs and aspirations with others just like us. And, boy, did he create communities — hundreds of them, around computers, Macs, PCs, IT professionals, CIOs and gamers, to name a few — all over the planet. But it was never in doubt which community was Pat's favorite: it was us, his IDG family, with whom he shared thousands of "Good News" notes, perennial holiday card tours, legendary holiday parties, countless 10-year dinners, faithful attendance at dozens of IDC Directions (my favorite), and many, many other personal touches. In the 29 years since joining IDG, I've come to believe that Pat's greatest gift to our community was his irrepressible optimism about people and technology — expressed in the lofty mission that's bound us together for decades: to help people worldwide understand IT and its potential to vastly improve the human condition. This hopeful vision of Pat's has motivated many of us for decades, and I feel very confident predicting that spirit will endure. Rest easy, Pat — your community, and the mission you gave us, will live on.

> But it was never in doubt which community was Pat's favorite: it was us, his IDG family, with whom he shared thousands of "Good News" notes, perennial holiday card tours, legendary holiday parties, countless 10-year dinners, faithful attendance at dozens of IDC Directions (my favorite), and many, many other personal touches.
>
> *Frank Gens*

*Frank Gens, SVP/chief analyst, IDC*

What comes to mind when I think of Pat, is "family," in a professional and personal way. Professionally I have observed Pat talk to every single employee as if that one person held the most important key to IDG's success. I witnessed conversations with customers, who would hang on every word Pat spoke, for that gem of insight that gave him so much global success. Personally, I will be forever grateful to Pat for introducing me to my wife (a former IDG employee) and in the years to come, seeing his pride as he asked about my two beautiful daughters, as if they were his own granddaughters. Beyond Pat's extremely successful career, he was a family man who cared about each employee, and he will be dearly missed.

*John O'Malley, CEO, IDG Connect/IDG List Services/IDG Direct*

*Pat McGovern and former IDG President and CEO **Kelly Conlin** present one of the Chairman's Cup awards to former IDG Sweden Managing Director **Bengt Marnfeldt**.*

I always marveled how Pat could be so present in every situation. Always extremely well prepared with names, details and with time to talk about the important issues. He could discuss the political landscape and at the next minute ask questions about cover price and circulation figures for all our publications. Not because he didn't know them but because he wanted to be sure I did! Pat was a true visionary, an amazing businessman, and I am so grateful for having had the opportunity to work with and for him for so many years. I am honored to have been taught by a master. My thoughts go out to Lore and the entire McGovern family.

*Christer Bjorkin, CEO, IDG Sweden*

My thought about Pat is not only a thought about an exceptional business leader, visionary and entrepreneur; it is a thought about his personality as a philanthropist — a lover of mankind — and as an extremely interested, educated, smart, wonderful and experienced conversationalist. I remember when Pat visited us in Zurich with his wife Lore in order to celebrate the 10th anniversaries of several IDG Switzerland employees. Before coming, Pat asked me to put together some information about his guests — not only information about their professional careers, education and their current jobs — he wanted to know about personal interests, their passions, their lives, their hobbies. I know it is not always easy to build an immediate connection to employees when they meet their boss for the first time face-to-face. There is a lot of respect and sometimes reservation as many people might have a little bit fear of not finding a common issue in order to spend an unforgettable evening together. I think Pat had the gift like no other to connect with people in an informal way immediately. This was because Pat was truly interested in every individual sitting at his dinner table. Only a true philanthropist and a perfect gentleman can host a great evening like that. I guess it is one of the many secrets of Pat's success.

*Michael Hermann, country manager, IDG Switzerland*

*In December 2008, Pat McGovern presented IDG Connect CEO **John O'Malley** with the 2008 Chairman's Cup for overall management excellence.*

> "I witnessed conversations with customers, who would hang on every word Pat spoke, for that gem of insight that gave him so much global success."
>
> *Pat Kenealy*

I first met Pat in Stockholm in 1982 at a computer fair. This is how our conversation went.

Pat: Hi Bengt, I have heard so much about you and your company. I represent the world's biggest publishing company in the computer field. And this is my wife Lore, we were just married.

Bengt: Congratulations!

Pat: Don't you think we should do business together? You should join us! We are on the way to the airport so we can only talk for five minutes.

Bengt: That sounds good, we can sort out the details on the phone.

Pat: So we have a deal?

Bengt: Yes. Have a safe flight home. (Three months later we launched Computer Sweden.)

That was Pat. And his charisma.

*Bengt Marnfeldt, former general manager, IDG Sweden*

Pat's charisma, leadership and energy were remarkable as was his positive sense of humor. During my first ORB I had the honor to be seated at Pat's table for dinner. At some point he asked me how I was after my first long day of budget presentations. "I am exhausted . . . but you don't seem tired at all," I replied. And then Pat asked me again, very serious: "Were you having a lot of fun during your budget presentation?" A bit embarrassed, I recognized that I wasn't. And Pat replied with a contagious and loud laugh: "I was having tremendous fun! That's the reason why I am not tired and you are!"

*Manuel Pastor, country manager, IDG Spain*

Pat left us with so many memorable moments and stories that it is impossible to put them in just a few sentences. During his visit to our office, he would talk to every single employee and ask about his or her children and hobbies. Also, I was very thrilled and moved at the opening of the GPLM when Pat greeted all participants in their own language, including "dobry den" ("hello" in Czech). He just had this incredible capacity to make one's self-confidence grow by a thousand percent! I will remember forever his kindness, modesty and sense of humor. Never in my life have I met with another businessman who would be such a source of admiration, respect and pride among the company's employees.

*Jana Pelikanova, managing director, IDG Czech Republic*

Pat's deep motivation for spreading knowledge about information technology was unique among global business leaders I have met. His vision formed a strong bond among colleagues who worked with him in the four corners of the world. It was deeply rooted in his belief that access to information breaks barriers, develops mutual understanding among people and will ultimately bring a more peaceful world. It had a truly transformative effect on people, organizations and the opening up of countries. It was a privilege to support Pat's endeavors at IDG and to witness the birth of the McGovern Institute for Brain Research, Pat's ultimate contribution to bettering humankind through advanced research on human behavior. Continuing to promote his vision and values is the best way to honor his memory. And despite all the deep sadness I feel, remembering his friendship, energy, sense of purpose and ability to break barriers among people will remain for me an inexhaustible and lifelong source of strength.

PHOTO COURTESY OF MIT

*Pat McGovern leads MIT's class of 1959 in its 50th anniversary parade in 2009.*

*Axel Leblois, president & executive director G3ict, Global Initiative for Inclusive ICTs; former CEO, IDC; former president, IDG Communications; former vice-chairman, IDG*

*IDG Vietnam & ASEAN CEO* ***Tam Le*** *speaks to Pat McGovern at a recent Global Product Line Meeting while IDG Director, Corporate Communications Global Headquarters* ***Susanna Hinds*** *looks on.*

The first time I met with Patrick McGovern was on a September morning in 1982 at Hotel D'Angeterre in Copenhagen. He had just flown in from New York an hour before to visit an IDC customer and to do a 30-minute interview with me over breakfast.

After some small talk he introduced me to a very optimistic business plan for Computerworld Denmark A/S. He had created this plan on the plane while crossing the Atlantic. The company at that time was not doing very well, so he was looking for someone who could turn it around. He asked me to look at and accept the new plan, which showed a nice profit. "Sorry, Mr McGovern, but I can not fulfill your plan," I told him. He then immediately asked the waiter for a napkin. "Please make your own plan on this napkin then." So I did. My plan showed a bottom line loss on investment exactly the same size as his profit. In other words, we were far apart. He was in a hurry to get on with his appointments and told me to meet and talk to the president of CWCI (the company name in 1982) Walter Boyd, who would make the decision."You can meet him in Paris a week from today," he said.

"It was a privilege to support Pat's endeavors at IDG and to witness the birth of the McGovern Institute for Brain Research, Pat's ultimate contribution to bettering humankind through advanced research on human behavior."
Axel Leblois

This marked the beginning of my best 22 years in business. I still miss the daily life and the culture of IDG. Not only did Pat practice management but real leadership and mentoring. He was a genuine citizen of the world. His vision, his enthusiasm and drive were outstanding, and his human skills were to us, his colleagues, a great gift.

*Preben Engell, former managing director, IDG Denmark*

2007
CCTV
中国经济年度

*Pat McGovern became the first foreigner to win the International Investment Achievement Award from CCTV in 2007. He was honored at the China Economic Leadership Award ceremony in Beijing for his contributions to China's IT and venture capital industries.*

Words seem inadequate to express the sadness and loss we feel about the passing of Pat. Few people in this world touch so many lives and it is testament to his presence and personality that his death has prompted so many notes of condolences from customers, suppliers and ex-employees, many of whom have never met him in person but have been influenced by him to some degree.

Descriptions such as inspirational, genius, generous, iconic and great are in every message and all are true. Part of Pat will always live on through IDG, and he will be present in every act, thought and decision we make as an organization. It was an honor to work for him, and all of us at IGS will do our very best to ensure that we deliver a legacy of which he can be proud.

*Kumaran Ramanathan, president, IDG Global Solutions*

The culture that Pat created and the values he instilled in us are what make IDG such an enduring and remarkable company. I was especially struck by how he took the time to not only visit long-term employees around the world but also to learn about them and be genuinely engaged. The world is a lesser place without him, but his memory will live on.

*Davy Adams, managing director, IDG Australia*

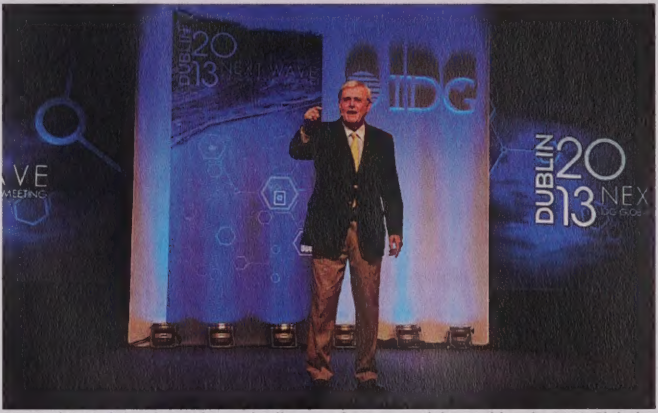
I miss Pat. It's hard to believe that I won't see the "Big Man" again. He's always been here — always the chairman — involved and guiding and directing. I'm proud to have known Pat and to have worked for him; he was serious, committed and driven as he built IDG. At times you could sense the frustration of the successful entrepreneur — a product launch, an evolving market, business challenges — he had to delegate but you just knew he wanted to do it himself, in every business unit, worldwide, personally. A lifetime of achievement. More than that I admire Pat because he was respectful — he spoke of people in a way that was reasonable and fair, recognizing the positive and the potential. He asked and listened before giving his opinion, and those opinions were unchanging and constant.

I feel a sense of responsibility to continue with everyone on the path he's set — the IDG culture and the commitment to our audience and clients.

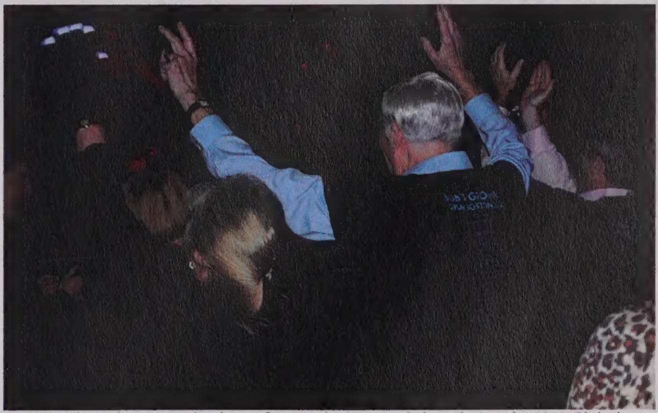
God bless you, Pat.

*Keith Arnot, VP, International Finance*

*Employees acknowledge Pat McGovern at the 2012 Global Product Line Meeting in Boston with a spontaneous standing ovation.*

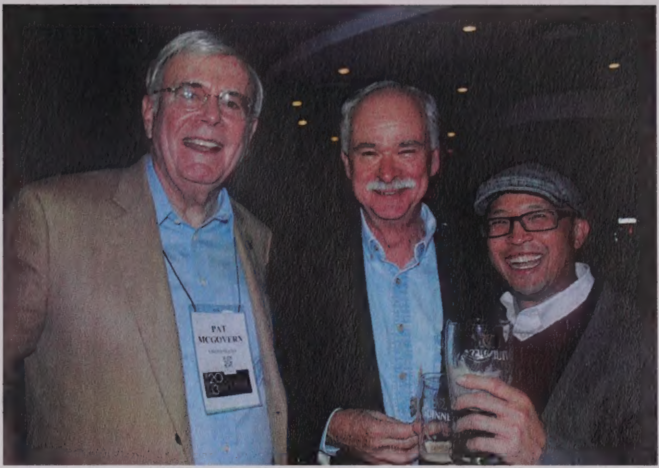


*As was his tradition, Pat welcomed colleagues from around the world to the 2013 Global Product Line Meeting in Dublin.*



*Pat joined employees on the dance floor at the House of Blues during the 2012 Global Product Line Meeting in Boston.*

Pat McGovern greets President Barack Obama following a speech the U.S. president delivered at MIT in October 2009 on the topic of energy technology.



Pat attended last year's Global Product Line Meeting in Dublin, where he joined colleagues, including **David Hill** and **Ekapat Chareonlarp**, at the Guiness Storehouse one evening.

I am saddened to learn that Pat has passed on. Sending Lore, Pat's family and the entire IDG family my deepest sympathies. Pat was simply a unique leader who had a uncommon view of how to create a sustainable and successful global media business. I loved his relentless pursuit of TNBT (the next big thing). I admired his tireless work ethic and shared his delight in delighting customers. I thrived in his decentralized management style and forever thank him for being a supportive mentor. In fact, I continue to celebrate Pat in my lectures on corporate entrepreneurship. His positive influence and proud legacy lives on in all of his entrepreneurial disciples. In the 11-plus years that I worked for Pat he imparted so much knowledge and so many pearls of wisdom that I still quote him to this day. During our rocket ship ride together we shared so many laughs, created a brand [the Dummies book series] that is thriving 20-plus years later, and in the process we became friends. I was always impressed that Pat took the time during his busy schedule to ask about my family. His personalized Christmas cards, Good News memos and annual meetings stand out as just a few of the memorable things where Pat recognized others who contributed to his success. Pat, I know that the road rose to meet you on this final road trip. We dared to be different and together we planted the IDG flag on a map that was not defined by geography. We tripped the light fantastic, and I hope you are smoking one of those hand rolled cigars we passed out in Barcelona. Wishing Walter and Ted the very best moving forward and Pat, may you rest in peace.

*John Kilcullen, president, Strategic Partnerships/Ancillary Products, The Bible Series/A.D. at Hearst; former CEO, IDG Books Worldwide*

……

Pat's last Global Product Line Meeting was in Dublin just last October. It's always a pleasure to welcome Pat "home" to Ireland, and on this occasion it was my honor to propose a toast at the group dinner to IDG's Favorite Irishman. My enduring memories of Pat will be those occasions when I was playing my guitar with a group of IDG colleagues belting out Beatles tunes. When Pat was called upon, he would invariably sing a wonderful Irish ballad called "The Town I Loved So Well"— not just the chorus, but all the verses too. Most people who knew Pat will pay tribute to his great powers of memory; this was my testimony to this.

An old Irish blessing: Ar Dheis Dé Go Raibh a Anam (he sits at the right hand of God).

*Frank Quinn, president, Mediateam Ltd.*

……

At large events, with many people attending, Pat would move from person to person, talking to each of them, listening to every word they would have to say and blocking out everything else that was going on in the room. In those few minutes, he truly connected with each person and they with him. Pat made each person feel that they were very important to him. Lifelong friendships and enormous loyalty were forged in those conversations. It helped make IDG great!

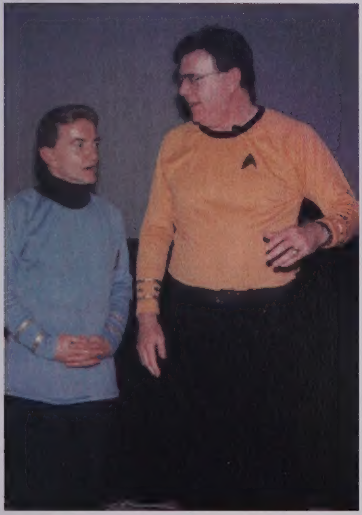
*Kevin Krull, IDG VP, business operations and general counsel*

……

As part of his global vision, Pat established the Australian subsidiary of IDG in 1978, hiring Alan Power and setting up Computerworld. The following year, I joined in the small, pokey office located above an Indian restaurant and was amazed, a few months later, when the dynamic duo of Pat and Walter Boyd stepped through our doors. Suddenly, small and pokey was impressive and inspirational. Thus began a 30-plus-year history for IDG Australia and for my career. It has been a privilege to work for a company run by a man of perspicacity and integrity. His influence was ever present and yet there was the opportunity to run our own businesses, to be encouraged and empowered but not over-managed. Pat's charisma was palpable, his dreams were motivational, his generosity always evident. I am honored to have worked for Pat. His strength and his humility, will continue to inspire me throughout my life.

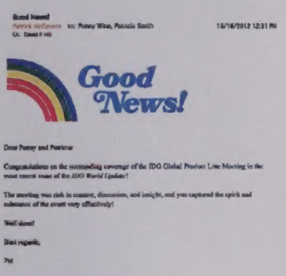
*Susan Searle, president & publisher, ARN, IDG Channel Division, IDG Australia*

*The gala dinners at IDG's international Managers Meetings were renowned for Pat's appearances in costume, often with a theme reflecting the history or culture of the host city or country.*



# JUMP INTO IT . . . MAKE IT HAPPEN THE IDG WAY!

Best Regards, Pat McGovern



**Good News!**
Patrick McGovern to: Penny Winn, Patricia Smith 10/16/2012 12:31 PM
Cc: [illegible]

Good News!

Dear Penny and Patricia

Congratulations on the outstanding coverage of the IDG Global Product Line Meeting in the most recent issue of the *IDG World Update*!

The meeting was rich in content, discussion, and insight, and you captured the spirit and substance of the event very effectively!

Well done!

Best regards,

Pat

IDG Alumni Reunion 2013

Good News.

The gift of sight
for pat mcgovern

how is it that for some
the future whispers in their ear.
seeds itself, seats itself
in their sights
just enough to know
that they are on the truest of paths.

and this sight becomes them.
becomes their passion.
and then it becomes ours.
we travel thousands of miles
in its wake.
we pursue it, run it, talk it -
all the time knowing our connection
to someone that still walks a step ahead.

who not only hears the future
but listens to it. envisions it
and then steps aside for us
to realize each other by looking.
to know that this is the ultimate gift,
to be given the bridge of insight.
Deb Goldstein

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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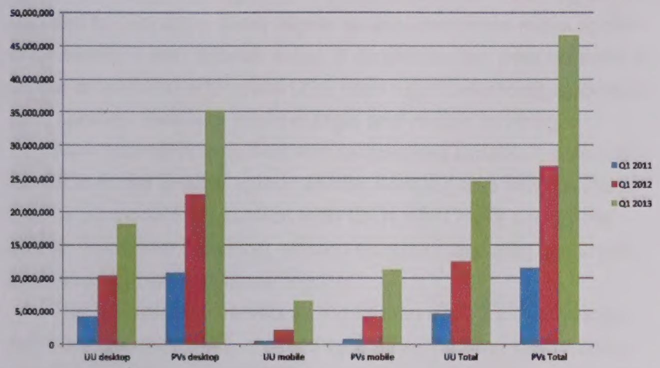
# IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

17 MARCH 2014 | VOLUME 44, NUMBER 11 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | CASE STUDY - *page 4* | ANNIVERSARIES - *page 8* | QUICK POLL - *page 9*



## IDG U.K.'s B2C brands show major gains in traffic, revenue

*IDG U.K. Tech Media Publishing Director* ***Simon Jary*** *outlines the strategy that has helped his business unit's B2C brands see huge gains in traffic and opportunities to monetize that traffic.*

**SEE MORE ON PAGE 4**

## Also inside

IDC's CIO Middle East Summit attains milestones
One on One: IDG Communications Worldwide CEO Michael Friedenberg
Quick poll: What would you miss most about the Web?

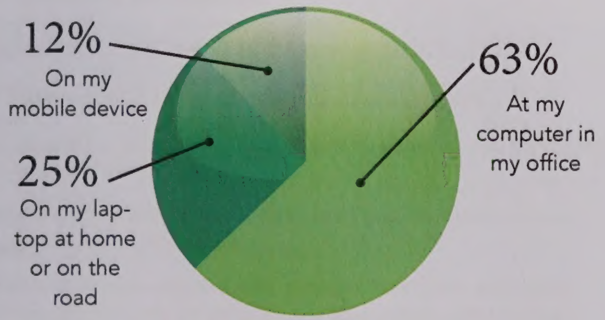
See the CLOUD differently.
IDC
Understand the impact of breaking SOCIAL barriers.
IDC
Analyzing BIG DATA like no one else.
A. Einstein
IDC

*IDC launches marketing campaign in support of its Four Pillars research.*

**SEE MORE ON PAGE 8**

## Question of the week results

How will you complete the IDG Employee Opinion Survey?



**Log on to www.idgcentral.com to vote on this week's question:**

How will you celebrate St. Patrick's Day?

CLICK HERE

## Let your voice be heard: 2014 IDG Employee Opinion Survey is open

IDG's annual employee survey is under way. Earlier this month, employees were sent unique passwords allowing them access to the online survey, which is conducted by Research Results, an independent research company. Participation in the survey is completely anonymous. When the results have been tabulated by Research Results, they will be shared in aggregate with business unit management, which will, in turn, share them with staff.

### Four fast facts about the survey

- The Employee Opinion Survey was first offered in 1986.
- The Employee Opinion Survey was offered via a paper questionnaire until 2003.
- In 2013, about 2% of employees took the survey on a mobile device.
- The last day to participate in the survey is Monday, March 24.

# IDC's CIO Middle East Summit attains milestones

## *New Technology Advisory Council will advise IDC on research, event agendas*

The United Arab Emirates was the first stop last month as IDC began its 2014 CIO Summit conference series in the Middle East, Africa and Turkey. The seventh annual event, the largest CIO event ever held in the region, expanded to two days, three nights to accommodate more conference sessions and sponsorships. It outperformed past editions in Dubai in terms of attendees (235 from eight countries), sponsors (38), sponsor revenue, profit margin and media coverage.

New elements included vertical-focused breakout sessions for CIOs in the energy, public sector, banking and finance industries; a best practices session with CIOs from India and China; and an executive coaching session on how managers can create and lead high-performance teams.

The summit also served as the launch of IDC's Technology Advisory Council (TAC), steered by a nine-member board composed of widely respected IT leaders from influential companies around the Gulf region. The TAC held a press conference as well as its first meeting in conjunction with the summit.

"IT leaders need a trusted source of information, advocacy, and resources to help them define their strategies, enhance their processes and navigate their future roadmaps," said **Jyoti Lalchandani**, group VP and regional managing director at IDC Middle East, Turkey and Africa, who appointed the board. "That is why we have formed the Technology Advisory Council with the aim of enabling a new wave of IT development across the region."

The TAC's mandate is to:

- Provide guidance and direction to IDC's research and practices coverage in the region. The council will meet quarterly, with IDC facilitating the meetings.
- Provide input on IDC's C-level summit program agendas to ensure relevance.
- Serve as mentors for IDC's planned CIO Circle, a community for CIOs, IT leaders and technology decision-makers to network, discuss technologies and trends and share best practices. IDC is finalizing the process of recruiting CIO Council members; the group will launch in 2015.

In addition, the TAC board will help select the winners of the annual IDC Insights IT Excellence Awards; Lalchandani and IDC MEA Director of Industry Insights **Mark Walker** assisted with the final round this year. The 40 nominations, initially evaluated by senior IDC analysts, was also an all-time high. Twelve winners were honored at a gala dinner; six each in separate categories for public and private sector organizations.

***Jyoti Lalchandani** (l), VP and regional managing director for IDC Middle East, Africa, and Turkey, welcomes His Excellency Sheikh Nahayan, the UAE's minister of Culture, Youth and Community Development, who delivered one of the keynote addresses.*

While many of the partners have supported the Summit since its debut, the record number of partners this year (38 compared with a previous high of 26) was due to several factors, said IDC Associate VP **Ronita Bhattacharjee**. These included a larger number of partnership opportunities (see sidebar), sales efforts that began earlier than usual and marketing initiatives such as outdoor advertising in key locations around Dubai and email marketing that reached a larger segment of the vendor community.

Sponsors and the end-user community also appreciated the participation of seven members of IDC's senior leadership team, Bhattacharjee noted.

She attributed the extensive media coverage to those factors as well as the first-time patronage and participation of the Ministry of Culture, Youth and Social Development (keynote speech) and the Ministry of Economy (awards ceremony).

This year's program included more structured opportunities for networking, which resulted in an exceptionally large number of interactions: 248 CIO-to-vendor meetings, 267 CIO-to-analyst meetings and 274 CIO-to-CIO meetings.

Write to Ronita Bhattacharjee. ■

### Sponsors sign on for new opportunities

Additional CIO Summit partnerships were created by:

- Expanding the event to two days and enabling more partnership slots within the agenda.
- Introducing vertical tracks and opening up multiple partnership opportunites for each track.
- Discontinuing exclusive sponsorship of the lunch and dinner partnership and creating the chance for multiple partners to be associated with those levels.
- Creating a partnership opportunity for the IDC Insights IT Excellence Awards.

Overall, the event brought in $1.23 million in revenue with a profit of $557,000, both records.

# OneonOne

## Michael Friedenberg

*IDG Communications Worldwide*

***The CEO of IDG Communications Worldwide is this week's columnist. Reach him at michael_friedenberg@idg.com.***

> "To keep pace — and to ensure we can meet their needs — our customers must see more of us than ever. We need to sit in our clients' offices, call agencies on the phone, talk to our readers at events — whatever it takes for IDG to be a critical part of their success."

IDG Communications Worldwide CEO Michael Friedenberg expands on many of these topics in a video interview with Sr. Director Learning & Development Laurie Butson on IDG Central.

**Q What has been your priority since being named CEO of IDG Communications Worldwide?**

A I've been meeting with as many people as possible, both with business units and with customers, to better understand our global product portfolio. I'm most interested in identifying what's working, what's not working, what challenges we are facing in the marketplace and how we circumvent those challenges.

Based on these meetings, I want to ensure IDG is growth-enabled, that we can move at the pace our customers are demanding. We talk a lot about innovation — I want to be sure we can take innovative ideas and turn them into real products that we can go out and sell. I just had a terrific meeting at Spotify, the fastest growing business in Sweden, and they have a mantra that I think is quite similar to our "Let's try it" philosophy where they say "Create it, build it, ship it, tweak it." Basically, they are saying that innovation is an iterative process and that the key is to get to market first and continue to make it better.

**Q Can you talk about IDG Communications' results for the first quarter of FY14?**

A Financially, the fiscal year is similar to a golf tournament. You can't win the tournament in the first round, but you can certainly lose it. The good news is that we haven't lost the year in the first quarter, but it was soft. So, I am hopeful that the next few rounds will not only put us in contention but also put us at the top by the time the end of the year comes around.

**Q What would you encourage business units and employees to be focused on?**

A Our top priorities should be: customers, innovation and efficiency.

**Customers:** Our industry and our customers' industries are constantly changing. To keep pace — and to ensure we can meet their needs — our customers must see more of us than ever. We need to sit in our clients' offices, call agencies on the phone, talk to our readers at events — whatever it takes for IDG to be a critical part of their success. In a fast-paced constantly changing environment people sometimes hole up in their office and send lots of emails. Email is a great business tool, but it won't provide the insight into what our customers truly need and how we can deliver it.

**Innovation:** There are two types of innovation at IDG: revolutionary and evolutionary. Revolutionary change is bold — like IDG.tv and the recently won GROK program with Cisco. It's revolutionary change that stretches teams beyond their comfort zones and inspires us to be creative in new and innovative ways. Evolutionary change builds on prior success — like IDG Direct and TAP. It's change that takes good ideas and broadens their reach. As long as we're trying new things and launching new products it doesn't matter whether our innovation is evolutionary or revolutionary. Both are necessary and doing both will allow IDG to grow.

**Efficiency**: When pressed for time and with finite resources it's critical to focus on things that move the business forward. When a team has more tasks than time — focus on what matters rather than just getting things done.

**Q What are your top priorities for the remainder of FY14?**

A In the next six months I'm focused on five key areas:

1. Audience development
2. Data driven strategies
3. Reader and advertising revenue
4. Technology
5. Talent

**Audience development**: On the B2B side, given that the technology purchasing process is expanding beyond IT, how are we extending into line of business? On the consumer side, how are we addressing millennials? What are we doing with our sites — in design, content and functionality — to make them compelling to a younger audience?

**Data driven strategies**: How can we get scale and deliver at the speed our customers are expecting? That can only happen by globally connecting our digital platforms. Separate data management platforms are not going to provide us the level of scale or transparency needed to compete in the modern media era. The solution is connecting the technology stack that allows us to aggregate all our data and digital inventory to optimize and grow our worldwide digital business.

**Reader and advertising revenue**: While we need to serve our existing advertiser base, how do we identify and support new advertisers?

*continued on page 6*

*Case study*

# IDG U.K.'s B2C brands see huge traffic gains with multi-pronged strategy

*IDG U.K. Tech Media Publishing Director **Simon Jary** recently produced a report that highlights the methodology behind the company's B2C brands' substantial growth in traffic and revenue from affiliate partners and other third parties. Below, Jary discusses how his group attained this success.*

**Among all of IDG's subsidiaries, IDG U.K.'s consumer and SMB Tech Media division had three of the four websites that registered the highest percentage increase in unique visitors for FY13. PC Advisor's traffic jumped 163.3% in the year, with Macworld U.K. rising 46.6% and Digital Arts was up 25.4%. What is behind your online traffic success?**

We were delighted to have our phenomenal traffic growth, which was the result of a couple of years of hard, focused work, recognized with an IDG Chairman's Achievement Award. PC Advisor's (PCA) traffic growth really took off around October 2011 and continued upwards throughout 2012 and 2013. Traffic acquisition is predominantly via search, and our percentage of search-driven traffic has moved from an already high 70% to as much as 85%, with the rest either direct, referred, email or social.

*Jary*

Of course, some of this growth is market-based, as the technology sector has seen a large jump in interest. But Experian Hitwise data suggests that PC Advisor has outpaced the tech market as a whole.

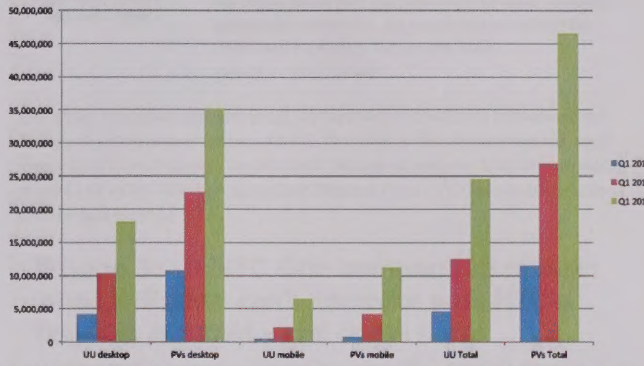
Over the past three years the Hitwise "News & Media – IT Media" industry sector has seen traffic growth of 97%. Over the same period PC Advisor's traffic has grown over 200%. When compared against the web as a whole the tech sector market share (by visits) against the web as a whole rose by 65% over the past three years, while PC Advisor has seen its market share vs. the whole web grow over 148% in the same period.

**Has PC Advisor's traffic been growing steadily, or was there a reason for the rise?**

In 2011 we had been hit a few times by Google's Panda search-algorithm updates (most notably Panda 2.0 and 2.5). As a site that is largely dependent on search for its traffic **Matt Egan** (then PC Advisor editor and now Tech Media editor-in-chief) sat down with his team and implemented an SEO strategy based both on content and the technical SEO of the whole site.

**How did your content strategy change?**

We worked hard following these Panda updates to clean the sites of "thin content" (pages with little useful or unique content), switch editorial strategy away from quantity to uniqueness and quality and focus on long-tail, product-based content — compared to a traditional, short-term news-based plan.



***Traffic rise: PC Advisor unique user and page view totals for the three most recent fiscal year first quarters***

Most importantly we planned well-written, exclusive content that Google loves. We had to ignore print and always think online first.

The key thing with editorial strategy was to clear our minds of process, much of which was a legacy of print, and syndication. We stopped writing news stories except where we can provide something local and unique. For example, when the iPhone 6 launches every site in the world will cover it, so there's no point us competing unless we can offer something new.

We also looked at in what subjects each editor is an expert, and recruited freelance experts to cover any important knowledge gaps. The principle is to identify expertise and then get people doing only what they do best. A website isn't like a magazine; you don't have to cover everything.

We decided that as we weren't good at components reviews, for instance, we just wouldn't do them. TVs are more commercially important, so we recruited the best freelance editor to cover that area.

In 2010 we attended a hugely influential editorial training day at IDG Germany. We examined statistics on long- vs. short-tail content (why write 100 stories to get 100,000 page views, when 10 articles could get you the same?), and we learned the power of recombining existing content into new articles. Some of our most successful stories are round ups of individual reviews into Best Of group tests, frequently updated.

Google places an increasing importance on recency as well as relevancy, so updating successful stories is essential. Don't let content that has grown traffic for you before just wither and die — keep it watered and in good sunlight!

Making sure you rank for 15 stories your audience will search for is more important than coming up with something new every day. When an article starts to wane on SERPs [search engine results pages] it's time

*continued on page 5*

*continued from page 4*

# Traffic

to update that content.

**How do you know which stories will perform best?**

You can never be sure that Google will like your article more than someone else's ,but you can get insight into what people are actually searching for through a keen use of trend analysis. We hired an online editor, **David Court**, who looks at all the traffic subject trends and reports back to the editors and writers.

One key analytics tool is Hitwise from Experian. It uses information gathered from ISPs. It shows in real time what search terms people are using based around key terms. Critically, it shows us what articles they are landing on after using those search terms.

You can get some of this information from Google Trends. But what we really like is competitor analysis. We can see the terms people are searching for and the stories on which those people are landing. We also see the terms that are generating traffic for rival sites and not us.

**What efforts have you made in search-engine optimization?**

The focus on long-tail content has had a significant impact on traffic, but it requires a search-optimized backend to be found in the first place.

In October 2011 we hired consultant RocketMill to complete a technical search-optimization audit of the PC Advisor site. This technical search engine optimization audit dug deep into PC Advisor's website, analyzing accessibility, page-level optimization, front-end coding, site-wide architecture, site performance, URL structure, robots control, content analysis, social media integration and other factors.

With some sterling work by Online Development Manager **Adrian Black** and his tech team we made fundamental changes to the site (principally site architecture, navigation and page-level optimization) following audit recommendations, and traffic rose significantly after that. Google's Hummingbird algorithm update (September 2013), which rewards conversational search terms, was another boost to traffic, although a December revision depressed this a little.

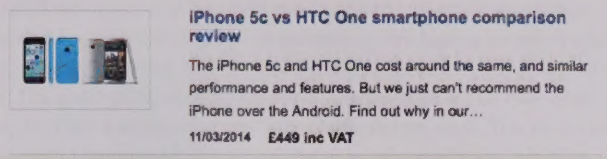
**How have things changed for the journalists?**

Stories should be technical, in-depth and long — because that is different from other sites' content. Once we've decided on a story topic, we then focus on the best way of making sure it can be found via search and social. That requires researching the most searchable short headline and and creating a second, more informative headline that appears with the story and is more likely to be shared socially.

We also employed the consultant to brief the editorial team on the best on-page SEO. SEO certainly didn't just mean keyword/phrase stuffing but a proper use of structure and enough keywords where necessary. The core part of SEO is understanding how your audience is seeking your content and writing in the words they are searching for.

**Has social media played a part in the traffic rise?**

## Two heads are better than one

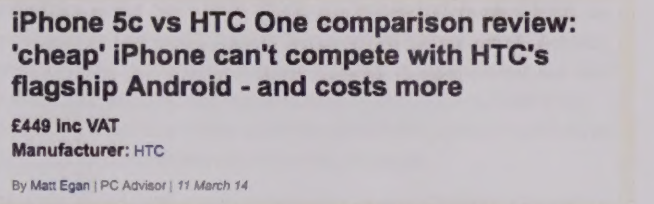


iPhone 5c vs HTC One smartphone comparison review

The iPhone 5c and HTC One cost around the same, and similar performance and features. But we just can't recommend the iPhone over the Android. Find out why in our...

11/03/2014 £449 inc VAT

***The short headline appears in all listings and in Outbrain recommendations, meaning lots of inbound links. The idea is that it matches the most important search terms – in this case 'iPhone 5c review', 'HTC One review', 'iPhone 5c vs HTC One comparison', 'iPhone 5c vs HTC One review', 'smartphone comparison.'***



**iPhone 5c vs HTC One comparison review: 'cheap' iPhone can't compete with HTC's flagship Android - and costs more**

**£449 inc VAT**
**Manufacturer:** HTC

By Matt Egan | PC Advisor | 11 March 14

***The long headline appears as an H1 on the page and is the page title, which is also important for search. The idea is both to add in new search terms for which the page can rank ('cheap iPhone', 'iPhone', 'Android') and also to perform as a social sharing headline. It also helps the author frame what is going to be interesting in the story and to differentiate it from other articles in search engine results pages.***

Following successes with content strategy and technical and editorial SEO our 2014 plan to increase traffic is via social. PCA's traffic is very dependent on the search engines — obviously Google in particular — and this gives us opportunities (great long-tail wins, fast turnover of new readers to sell via data) but also risks (audience not very loyal, and most importantly, we are at the whim of the algorithm).

We publish two headlines for each article: one for SEO and the other for UI and social (see box above). Search readers are active ("I need something") and long tail; social readers are passive ("Entertain me!") and short-term, but content for discovery and entertainment is rising rapidly and offers new, incremental traffic.

**Neil Bennett** from the editorial team is in charge of ramping up our social presence after great success on his Digital Arts brand.

**So there is no one cause of traffic growth, but a combination of different approaches?**

It is by a combination of actions that PC Advisor increased its traffic by as much as five times since 2011. There would be little benefit reshaping editorial strategy if the site's technical SEO was poor and vice versa. The good thing is that Google's current algorithm updates have mostly favored our approach. Of course, there's a danger that the next algorithm change will hurt us, but by following a reader-centric strategy we believe a significant new Google direction is unlikely. The emphasis on social growth should also increase our referral list.

*continued on page 6*

*continued from page 5*

# Traffic

**From a commercial point of view how has this traffic growth helped increase online revenues?**

Getting all this extra traffic means little if you have a huge proportion of unsold inventory. So we set about looking at how we could monetize the volume of traffic in as many ways as possible.

Since 2011 third-party revenues have increased 750%. We forecast increases through FY14 through new affiliate partnerships and highly optimized programmatic tagging. I meet with new potential partners at least once a week. Third-party revenue grew 76% 2012 on 2011, 200% 2013 on 2012 and is forecast to grow again by 60% in 2014.

Of course, there's direct sales — and not having to worry about running out of inventory is a blessing. We know we can deliver campaigns. It also allows us to segment that traffic better as we have the scale to place ads in the best and most appropriate articles.

**Do you use programmatic sales?**

For a year from March 2012 to Feb 2013 we partnered with a network (Collective) that guaranteed to sell all our available U.K. inventory, but this was a deal that cost them dearly with our traffic increase, and it was not renewed.

Fortuitously timed was IDG U.K.'s Publisher Trading Desk Technology Audience Platform (TAP), which tied PC Advisor's unsold inventory into an increasingly profitable programmatic sale. Over time we have optimized this revenue stream with a cascade that starts with premium audience segments (which we call Hot TAP) and premium direct, then drops to our SSP (Pubmatic) and PMPs, and finally filling with first Google AdX and then AdSense. Setting up this cascade involved a lot of hard work by Head of Ad Ops **Sean Mullarkey** and his team, as well as Account Manager **Robert Bradley** and Operations Head **Duane Thompson** from TAP.

> "Since 2011 third-party revenues have increased 750%. We forecast further increases through FY14 through new affiliate partnerships and highly optimized programmatic tagging."

Over the next year we believe yield management strategies will play an important role at IDG.

An impression sold directly is not necessarily the most revenue that can be gained for that individual impression. Sometimes an impression via RTB may be at a higher rate and should be served over a directly sold impression. Google DFP's dynamic pricing function allows for this.

We gain a much higher eCPM when selling via Private Market Place agreements.

**What other third-party partnerships have you set up?**

Aside from direct and standard programmatic sales we are always looking for other third-party monetizations. We keep a constant eye on potential partners that are generating revenue for rival sites and not us. The great thing about partnering with startups is that they often pay for trials and do most of the implementation work. The secret of a successful partnership starts with the level of support you get from day one.

Since the start of FY13, via partner PowerLinks, we carry in-text advertising on all article pages, plus in-image ads. It sells the links on our page, and we have started using its platform to sell in-text campaigns direct. So far we have found the click-through rates to be impressive but conversion low. We've had in-text ads on PC Advisor for quite a few years (beginning with Vibrant) so the readers are used to them, but editorial teams are usually initially quite against them for aesthetic reasons. Other automated text-link partnerships include Skimlinks that monetizes external links on pages.

We work closely with content-discovery partner Outbrain not just to increase internal traffic promotion (free) but also to maximize revenue through offering article recommendations to external, non-IDG sites. We are about to integrate its Outbrain Engage (previously Visual Revenue) real-time traffic analysis tool.

Other partners we are in trials with at the moment include Unruly for promoted video links and Teads, which uses cross-device video ad formats to monetize our inventory through our private ad exchanges.

**What about price comparison?**

Our content strategy is focused on tech products, and we further monetize these product review pages with a series of price-comparison partners: Reevoo (with whom we also partner on reader reviews), Amazon Associates, and, most recently, the eBay Partner Network. Commissions are worked out differently for each partner. As a point of comparison the net ePCMs are: Reevoo, 27p (45 cents); Amazon and eBay, 15p (25 cents). Note: Amazon and eBay widgets are matched to more products than Reevoo.

Until recently we monetized price comparison on U.K. traffic only. As PC Advisor has 30% to 40% international traffic there is an opportunity to increase revenues in non-local markets. We have just started monetizing international traffic via eBay and Amazon — first within the European Union and then with Amazon.com in the U.S. Bolstering affiliate buys will increase our commission percentage from each.

We have partnered with Omio on smartphone price comparison and affiliate deals and are trialing new partner FindTheBest on a more sophisticated price-comparison service that uses product data to weave into the editorial process and create affiliate opportunities. We're starting with smartphones and laptops, and if that's successful we will roll out similar pages and editorial widgets on as many as 20 other product categories. This partnership will be exclusive to IDG in the U.K.

**What about third-party partnerships on the mobile space?**

*continued on page 7*

# noteworthypeople

## Promotions

*Currier*

**IDG TechNetwork** Midwest Sales Director and Account Coordinator **Rick Currier** has been promoted to director of sales, West Coast and will also manage TechNetworks' San Francisco and Chicago offices. "Through a relentless work ethic and unwavering commitment to our company, Rick was able to transform Chicago into our No. 2 sales office behind New York," said **Scott Harris**, TechNetwork VP, Sales & Marketing. "He has demonstrated a high level of success and professionalism in managing the Midwest region, and I have total confidence in his ability to provide a similar impact on the West Coast." rick_currier@idgtechnet.com

## New employees

*Khin*

**Shannen Khin** joins **IDG Global Solutions**' U.K. office as a project manager, coming from CBS Interactive where she was a product marketing manager responsible for all B2B products in the Asia/Pacific region. She earned a B.S. in computing from the University of London and enjoys travel, yoga and baking. shannen_khin@idg.com

*Singh*

New at **IDC Singapore** is Account Manager **Amit Singh**. He has nine years' experience in B2B companies and events and holds a diploma in mechanical engineering from Singapore's Ngee Ann Polytechnic. An avid recreational pilot, he also enjoys playing cricket and squash, swimming and jogging. aksingh@idc.com

Also new at **IDC Singapore** is Market Analyst **Anitha Anumula**; she will be responsible for end-user surverys. Previously a data analyst with Market Probe Asic Pacific Ltd., she earned a B.S. in commerce and an M.S. in computer applications from India's Osmania University. Anitha enjoys time spent with family and listening to music. aanumula@idc.com

*Anumula*

*Gupta*

**Abhinav Gupta** has joined **IDC India**'s Telecom department as a business development manager. Most recently with Tulip Telecom as a manager of business development and channel marketing, he holds an M.A. in management. He enjoys travel to unconventional destinations, theater, sports and dining. agupta@idc.com

*Venkateswaran*

Also new at **IDC India** is Senior Research Manager **Raghunandan Venkateswaran.** He was previously an IT program manager with GE Aviation (India).. He earned an M.A. in computer applications and enjoys movies, road trips and practicing South Indian classical music on his violin. raghunandanv@idc.com

*Babu*

**Sharath Babu** joins **IDC India**'s Bangalore office as an account manager. He was most recently with Oracle handling business development, sales and account management in India and North America. He holds degrees in management and computer science and enjoys digital illustration, cricket and baking. sbabu@idc.com

*Send Noteworthy information to world_update@idg.com.*

*continued from page 3*

## One on one

Who are the new leaders that will emerge in this world of the 3rd Platform? Who will be the next IBM, and how do we reach them today? On the reader revenue front, how can we grow our research, council and events business?

**Technology**: IDG is well known as the leading technology media company. We also need to become the leading media technology company. We need to invest in technology; in our DMP, our CMS, ad server and CRM systems. We need to invest in technologies that enable us to analyze and understand our customer base better and turn that information into knowledge that can then be monetized. Media is a mixture of art and science. We're great at the art side of the equation, now we have to elevate the science side of it.

**Talent**: No doubt we have the best. But is our talent aligned properly with opportunities presenting themselves in the marketplace? How do we attract and retain new talent in hot growth areas like video, demand generation and data-driven editorial? Our ability to map talent to market opportunity is essential to our success.

**Q What advice do you have for colleagues about thriving in a world of change?**

A Change is the only constant — especially in the high-tech media profession — so embrace it. The key is to move from fear of change to fear of not changing. If we aren't constantly evolving, changing and innovating be assured that someone else is.

We've been here for almost 50 years, and we've adapted to countless changes. The times are only getting more exciting and the opportunities are unlimited, so I've never been more bullish on IDG. ■

*continued from page 6*

## Traffic

Monetizing smartphone mobile traffic has not been easy, and for some time we have relied on a third-party (YuMe) to bolster slim direct sales on mobile. We also work with Zapp360, which offers an interesting scrolling ad unit on iPhone and Android phones. We plan to move our smartphone traffic into the RTB space, alongside our SSP Pubmatic.

Tablet traffic is largely monetized as desktop inventory. We are trialing a partnership with Tablet Media, which provides creative solutions featuring design and production specifically for tablet.

**Can you make money from social third-party partnerships?**

We are just now integrating our social login and share technologies with Intent HQ, which offers audience social segmenting, as well as a raft of social-share optimization services. Previously we worked with Gigya on social login, share and comments. ■

## Runners invited to join IDG/IDC team

J.P. Morgan Corporate Challenge®

Framingham- and Boston-based IDG and IDC employees are invited to join the IDG team participating in the J.P. Morgan Corporate Challenge, a 3.5-mile run through downtown Boston, on June 26.

Proceeds from the J.P. Morgan Corporate Challenge, which takes place in numerous cities around the globe, benefit a variety of not-for-profit and charitable organizations in the cities in which the races are held.

Contact IDG World Expo Associate Show Director Bryan Rusciano for more details. ■

## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Mary Conroy** *IDC*
**Annalise Fortier** *IDG*
**Michael Friedenberg** *IDG Communications Worldwide*
**Jon Guloyan** *IDC*
**Simon Jary** *IDG U.K.*
**Anulekha Shetty** *IDC Middle East, Africa and Turkey*
*...and the many contributors to the Quick Poll question.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

### 25
***Judy Bonasoro*** *IDC*

### 21
***Klaus Breu*** *IDG Germany*

### 15
***Hillevi Billinger*** *IDG Sweden*

### 14
***Mattias Malmqvist*** *IDG Sweden*
***Monica Bennett*** *IDC*
***Pennie Robinson*** *IDC*
***Lorra Stone*** *IDG Ventures*

### 13
***Michelle Maher*** *IDG News Service*

### 12
***Jane Skullman*** *IDG Sweden*

### 11
***Satoshi Fukutomi*** *IDC Japan*
***Dawn Peterson*** *Digital Solutions Group*

### 10
***Steve Kempton*** *IDC*
***Shawn McCarthy*** *IDC*
***Al Sacco*** *CXO Media*

### 7
***Boyd Chastant*** *IDC*
***Kao Tang*** *IDC*

### 6
***Dario Nazemson*** *IDG Sweden*
***Evan Hardie*** *IDC Canada*

### 5
***Chrissy Schneider*** *IDG Consumer & SMB*
***Ryan McNally*** *IDC Canada*
***Dipika J. Shetty*** *IDC Center for Consultancy & Research/India*

### 4
***Daniel Dudziak*** *IDG*
***Casey Domrose*** *IDG*
***Shakti Mohapatra*** *IDC Center for Consultancy & Research/India*
***Siew Choon Liew*** *IDC Malaysia*
***Dinesh Palaniswamy*** *IDC Center for Consultancy & Research/India*

### 3
***Magnus Ericson*** *IDG Sweden*
***Dovid Katz*** *IDG Tech Network*
***Nisha Vaswani*** *IDC Australia*
***Manasi Yadav*** *IDC India*

### 2
***Andrea Heaney*** *IDG Strategic Marketing Services*
***Joydeep Dey*** *IDC India*
***Lee McLachlan*** *IDG Australia*

### 1
***Benjamin McGrath*** *IDC*
***Petra Kacer*** *IDC*
***Bradley Murray*** *IDC Australia*
***Shari Jansen*** *IDC Philippines*
***Niparat Ea-Somboon*** *IDC Thailand*

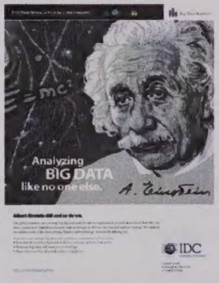
*Send anniversary information to world_update@idg.com.*

## IDC launches ad campaign in support of its Four Pillars research

IDC has reached into the past to create a marketing campaign to publicize its groundbreaking research on the four pillars of today's key technologies.

Each image in the series, which has the tagline "Four Pillar Research from Just One Company," features a famous innovator and links IDC's ability to theirs: Albert Einstein ("Analyzing big data like no one else"), Henry Ford ("Knowing the trends in mobility can change everything"), John Glenn ("See the cloud differently") and Alexander Graham Bell ("Understanding the impact of breaking social barriers").

Understand the impact of breaking
SOCIAL barriers
IDC



Knowing the trends in
MOBILITY
can change everything.
IDC

See the
CLOUD
differently.
IDC

The images are being used in several ways to highlight IDC including print advertising campaigns and in the program guides for IDC's Directions conference and other U.S. events. IDC's international offices are using the ads in different formats, and the posters adorn a hallway at IDC's Framingham, Mass., headquarters.

**Mary Conroy**, director of marketing for IDC Insights, worked with the Boston agency Cameron Design Group to develop the concepts.

"Each of the people in the ads was a thought leader who looked at products and possibilities differently, and that tied in with how we wanted to showcase IDC's thought leadership and how we look at things differently as well," she said.

Write to Mary Conroy. ■

# quickpoll

In honor of last week's 25th anniversary of the World Wide Web, IDG World Update asked colleagues around the world how they would feel...

## ...if the Web went away?

I could comfortably give up Twitter and Instagram. I could even afford to lose email, if only because it may increase my productivity. But I couldn't give up online journalism, Wikipedia and the multiple other digital sources that provide me with news and information. Newspapers and magazines are too unwieldy and can't keep pace with breaking news, let alone analysis and opinion.

*— Jon Phillips, editor-in-chief, PCWorld, Greenbot.com*

If the Web were to disappear, it's a tie what I'd miss the most: being able to read news, opinion and how-to's from so many many sources of information, and being able to share photos with family and friends.

*— Sharon Machlis, online managing editor, Computerworld*

The reporting capabilities it offers.

*— Mikael Ricknäs, London correspondent, IDG News Service*

Since I would be out of a job researching and booking vacations would be greatly missed.

*— Wijnand Plekker, senior account manager, IDG Netherlands*

If the Internet were to disappear, my work life would be significantly affected and brought to a complete stop. Apart from getting to the office the only other thing I would be able to do is develop articles that don't need online research and that's where it would all end... because I can't publish online or upload content without this crucial and life-changing (or –saving) resource that is the Internet.

*— Michael Ouma, editor, CIO East Africa*

Online banking. It has made life much easier. No more waiting in banks to pay your bills. It really saves time that can be used for something more productive.

*— Mikko Torikka, editor-in-chief, Tietoviikko, MikroPC, Talentum Media*

Having the greatest library of information ever created at my fingertips. And fantasy football.

*— James Sherman, digital media producer, Creative Lab, IDG Strategic Marketing Services*

Funny coincidence, I've been without Internet at home since Monday, and it feels like an eternity! What do I miss the most? No specific site, but the ability to get information. What was the actor's name in that movie? When is Patriot's Day this year? I'm going on vacation in two weeks and can't do any research! It's weird.

*— Nancy Newkirk, VP technology, CIO, IDG*

If the Internet were gone tomorrow I would miss being able to prove my wife wrong! (Just kidding!) Having the ability to fact check or research almost anything right at your fingertips is an invaluable tool, which, prior to the Internet was a much more extensive process.

*— Neil Dhanowa, senior director of sales, Network World*

Email; it's become my default communication vehicle.

*— Nina Carrara, vice president, Events, IDG World Expo*

I would miss Internet radio, streaming music and anything that delivers hours and hours of music to my ears each week. Whether that's BBC iPlayer, Soundcloud or blogs, I'd be lost without it.

*— Mathew Heath, marketing director, IDC EMEA*

I would miss the instant communication — from emailing, messaging and Facetiming to instantly looking up a restaurant or store's contact information and getting in touch immediately. We've gotten so accustomed to instant gratification, it would be hard to remain patient enough to search for information or people without the Internet.

*— Daniella Krieger, director of marketing, IDG TechNetwork*

You know when you can vaguely remember something and going completely blank is killing you and you literally lose sleep over it? Thanks to the Internet I have instant access to anything I might need to recall and verify, it gives me peace of mind. I'd miss my sleep if the Internet were to disappear tomorrow.

*— Cherry Yumul, business development manager, IDG Australia*

I would miss too many things to mention. If there's ever a power or network outage I feel lost. It's hard to get anything done. Maybe that's when I should go outside and play.

*— Darren Bibby, VP, Channels and Alliances Research, IDC Canada*

I would miss using WhatsApp and sharing pictures with my friends, girlfriend and family.

*— Karsten Linde, director, Program Design & New Business, Strategic Marketing Services, IDG Germany*

I'd miss being able to easily connect to other people. The possibility to share knowledge or simply ask a colleague on the other side of the world a question via the Internet has made our work and our life in general so much easier and more productive, I can't imagine going back to the old, unconnected days.

*— Markus Schwerdtel, director, Mobile Content and Applications, IDG Entertainment (Germany)*

Email. I am not fully confident in going back to the era of when we all used to write by hand to each other.

*— Sean Eo, general manger/head of technology, IDG Korea*

If the Internet were to disappear, I hate to admit it but I would miss social media the most. Living 200 miles away from my family and childhood friends, social media makes keeping in touch so much easier. It allows me to update, en masse, about what's going on with me, the kids, life's issues, etc. Add to this the comic value of seeing my mum and dad trying to navigate Facebook... long live the Internet.

*— Joanne Tilson, head of best practice, IDG Global Solutions*

I'm afraid I am old-fashioned, I wouldn't miss it at all. No emails! I would phone those I needed to contact. (I only use email at work anyway.) Interesting general knowledge information/facts, etc.? I might miss being able to look things up so quickly, but there are other ways to find information. I'm sure every young person would miss it — including my two-year-old grandchildren!

*— Ann Hall, director of first impressions, IDG Australia*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

10 MARCH 2014 | VOLUME 44, NUMBER 10 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

## World Expo's Digital Entertainment World debuts in Los Angeles

*The three-day event for professionals focused on digital content creation and monetization in the games, music, video and publishing industries attracted more than 50 sponsors and 1,400 registrants.*

**SEE MORE ON PAGE 4**

## Also inside

Michael Friedenberg visits IDG Sweden

English-language Making Games targets developers

One on one: IDC India General Manager Jaideep Mehta

On the job: IDG NL Online Manager Merijn Contant

world tech update

*What would you like to see in the next iteration of IDG News Service's World Tech Update?*

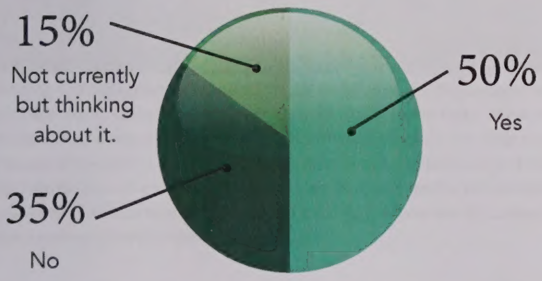
**SEE MORE ON PAGE 7**

*Unsung hero: IDC Australia Finance Manager Julekha Khan is this week's nominee.*

**SEE MORE ON PAGE 8**

## Question of the week results

Do you use WhatsApp?



**Log on to www.idgcentral.com to vote on this week's question:**

How will you complete the IDG Employee Survey?

CLICK HERE

## 2014 IDG Employee Opinion Survey is open

IDG's annual employee survey is now open. Last week, IDG employees were sent unique passwords allowing them access to the online survey, which is conducted by Research Results, an independent research company. Participation in the survey is completely anonymous. When the results have been tabulated by Research Results, they will be shared in aggregate with business unit management, which will, in turn, share them with staff. The final day to complete the survey is March 24.

### Five fast facts about the survey

| | |
|---|---|
| • Number of languages the survey is offered in | **10** |
| • Number of years the survey has been conducted | **28** |
| • Number of departmental groups surveyed across IDG | **411** |
| • Highest scoring category across IDG | **Job satisfaction** |
| • Percentage of IDG employees worldwide who completed the survey in 2013 | **90%** |

## Friedenberg @ Sweden

ComputerSweden
REDAKTION

*IDG Communications Worldwide CEO **Michael Friedenberg** made his first visit to the IDG Sweden office last week. While there, he met with members of the senior management team, made a presentation to the entire staff on IDG's Quality@Scale initiative and had a chance to speak with many members of the staff, including **Jörgen Lindqvist**, editor-in-chief, Computer Sweden. In the background is the editorial team of Computer Sweden. To the right is IDG VP, International Finance **Keith Arnot**.*

# IDG Compass focuses on professional development and navigating IDG

*IDG Training and Development kicked off the 2014 edition of the IDG Compass training program last month in Framingham, Mass. Expanded this year from one day to two, Compass is designed for employees who have been with the company for at least a couple of years to help them better understand IDG, give them access to a wide range of colleagues, provide time to focus on continued professional development and help them identify ways to continue to contribute to their business unit and IDG. For more details, contact Senior Director, Learning & Development Laurie Butson.*

*(Front, l-r): **Chandana Gopal**, IDC; **Kelsey Scheidemantel**, IDG Enterprise; **Jennifer Finn**, IDGE; **David McNally**, IDC; **Kimberly Andrews**, IDGE; **Karyn Murphy**, IDG Strategic Marketing Services; **Elyse Shuster**, IDC; **Allyson Hughes**, IDC. (Second row, l-r): **Matthew McKinnon**, IDG Connect; **Joseph Rodhouse**, IDG Research Services; **James Sherman**, IDGE; **Susan Thaxter**, IDGE; **Matthew Steele**, Digital Solutions Group; **Olivia Lima**, DSG; **Christopher Catatao**, IDG Connect; **Leslie Haasch**, IDGE; **Brian Eastwood**, IDGE; **Kristin Jeannotte**, IDGE. (Third row, l-r): **Andrew Ferris**, DSG; **Stephen Wills**, DSG; **Brian Winkley**, IDGE; **Bill Kiszka**, DSG; **Vanessa McCarthy**, IDGE; **Michael Thompson**, IDGE; **Sarah Nadeau**, IDC; **Thomas Beedy**, IDGE; **Mark Holland**, IDG List Services.*

# IDG Germany targets global developers with interactive English edition of Making Games

Recognizing that its content appealed to the geographically diverse game developer community, IDG Germany's Making Games brand recently launched an English-language tablet magazine that's been enthusiastically received by readers around the world.

For the first few years after its 2005 debut as a German-language print magazine, the editorial staff translated features and case studies from international game developers, a time-consuming process, said Editor-in-chief **Heiko Klinge**.

"Soon more and more readers kept asking us why we were translating into German, since the official language in most German development studios is English, as companies like Wooga, Cyrtek and Yager employ people from more than 20 countries," Klinge said. "We started running three to five features per issue in English, and we got a lot of international attention because the depth, length and editorial quality of our case studies is pretty unique, especially since UBM shut down its Game Developer magazine."

THE NEW VOICE OF GAME DEVELOPMENT
making games
DESIGN | BUSINESS | ART | TECHNOLOGY
THE TECHNOLOGY OF
RYSE
SON OF ROME
UNREAL ENGINE 4
PARADOX INTERACTIVE
BADLAND

***A promotional issue of Making Games will be distributed at the Games Developer Conference in San Francisco later this month.***

The next step was an English-only version of Making Games. The team created a custom-made version for iPad and Android tablets, which had a soft launch in August 2013. The German tablet edition preceded it in February 2013.

The Making Games app is free; a single issue of the magazine is 5.99 euro (US$8.22). A six-month subscription is 14.99 euros ($20.59) and a one-year subscription 28.99 ($39.82).

So far, the two tablet versions combined have had 4,200 app downloads, and Klinge said the team is happy with the initial results. Before the English version launched, only about 20% of the downloads came from non-German-speaking countries. Since the English version debuted, the ratio has shifted to 35% from Germany, Austria and Switzerland and 65% from the rest of the world. Last month the most downloads came from the U.S. (30%), Germany (26%), U.K. (14%), Australia (10%) and Sweden (5%).

"Now we are really trying hard to turn Making Games into an international brand and one of the world's leading specialist magazines for game developers," Klinge said. To that end, Making Games will be an official media partner of this month's Game Developers Conference in San Francisco, and a printed GDC Special Edition of the magazine will be distributed free via the official media outlets as another way to promote the app.

The staff is currently working on a relaunch of makinggames.de, including a job board, which will be in English.

Write to Heiko Klinge. ■

# OneonOne

## Jaideep Mehta

*IDC India*

***The general manager of IDC India is this week's columnist. Reach him at jmehta@idc.com.***

> "IDC events have come to be recognized as serious content platforms, attracting top-quality sponsors as well as senior delegates. Our events business will top $1 million in bookings in FY 2014-2015."

**Q Can you provide a brief overview of the state of India's IT marketplace?**

A Overall, the Indian IT marketplace is sluggish, marked by single-digit growth rates across most traditional categories. At $45-billion-plus, it is too big a market for any vendor to ignore, though. Like elsewhere in the world, PC sales are struggling in both the consumer and corporate segments, though government and education buying is holding up the number overall. This year is a general election year in India, and this is going to trigger a further slowdown as government buying freezes due to election-related regulations and laws.

Growth is being witnessed in the smartphone market, where 100%-plus growth rates year-over-year are the norm at the moment. Shipments have climbed from 16 million to 44 million between 2012 and 2014, representing 22% of the overall phone market.

Other than that, Four Pillars technologies (cloud, mobile, big data and social) are taking hold, especially cloud and enterprise mobility. Both markets are booming, with 50%-plus growth rates, which is the outcome of a rapid adoption process by corporations and other organizations.

**Q Software piracy has been a major issue for India over the years. Are effective steps being taken to mitigate the problem?**

A Piracy continues to be rampant, albeit on a reducing trajectory. Businesses have started to go legal in a big way, driven by increasingly aggressive compliance measures by the government as well as the industry. The consumer sector continues to be a challenge at the moment.

The onset of software as a service models for delivering software will mitigate this problem going forward. You can't really pirate something coming from the vendor's website.

**Q It has been three years since IDC India was established as a wholly owned subsidiary of IDC. Can you give us a brief overview of your research portfolio?**

A IDC India is now a 40-person team, well established and with a full-service portfolio of offerings. Operating through three offices in Delhi, Bangalore and Mumbai, we serve close to 100 customers locally. It has been a wonderful journey, marked by hard work and tremendous dedication from the entire team. We track all major markets, have two local CIS offerings, various events, including a CIO Summit, as well as several differentiated consulting offerings.

There are several strategic initiatives that have powered up the business. Our most notable success stories have been in the domains of:

- City-level research programs across various categories (printers, PC, server, storage, smartphones, tablets), which have helped our vendor clients understand the market in Tier II cities and beyond in India. We owe **Avneesh Saxena** [group VP, IDC Asia Pacific] and team as well as **Kitty Fok** [managing director, IDC China] and team a big debt of gratitude for their help and guidance in the initial days. **Kanwar Rahul** [senior manager, Channels Research] and **Kiran Kumar** [research manager, Client Devices] have been the two research leaders in my team who are instrumental in driving this forward, with a brilliant set of analysts across various domains. This is a $600,000-plus business today.
- International CIS sales have been a growth engine for us, too. Our collaboration with sales colleagues across the world, and consistent support from both the outsourcing as well as Insights analysts across the world, have helped us to build a $2-million business with the IT services companies originating from India. We manage their global relationships from here through a dedicated team.
- Finally, our CIO Advisory services were kicked off in April 2013. Led by our Insights and Consulting Director **Shalil Gupta**, this business has scaled from zero to $250,000 in bookings in 10 months. We are executing really strategic initiatives for our customers, and we were also recognized by CIO Choice as the IT Advisor of the Year, 2013.

**Q What are you doing in the area of events?**

A Our events strategy is simple: our unique selling proposition is content. We align as far as possible with the IDC Asia Pacific events calendar and also have a portfolio of local events. Fundamentally, aside from the CIO Summit, we only put together events in the Four Pillars domain or for vertical industries where we have a rich tapestry of local research content. Currently, this is around manufacturing and financial services.

Over time, this strategy has paid off handsomely as IDC events have come to be recognized as serious content platforms, attracting top-quality sponsors as well as senior delegates. Our events business will top $1 million in bookings in FY 2014-2015, and has been growing well. **Vinod Singh**, our

*continued on page 6*

# World Expo's Digital Entertainment World debuts in Los Angeles

IDG World Expo last month launched its newest event, Digital Entertainment World (DEW). Held in Los Angeles, DEW is owned by World Expo and Digital Media Wire and targets digitally minded professionals, from media executives to producers and developers, who are focused on digital content creation and monetization in the games, music, video and publishing industries.

The three-day conference and exhibition drew approximately 1,400 registrants; there were more than 50 sponsors in the event's Showcase area at the Hyatt Regency Century Plaza.

DEW is IDG World Expo's first joint collaboration with Digital Media Wire, a specialized media and marketing company that also produces small-scale B2B conferences and events in the video, games, music and publishing markets. "It was a very productive collaboration," said **Mary Dolaher**, IDG World Expo CEO. "Both parties had known each other and respected each other's work for many years prior to the launch of DEW."

DEW is also the first event IDG World Expo has co-owned with another company. Dolaher said that collaborating with a partner "can augment our expertise. In the future, we hope to take the event to other countries and have already seen support from sponsors for bringing the event to Europe."

DEW offered more than 100 sessions and 350-plus speakers from such companies as Electronic Arts, Facebook and NBC Universal in a variety of vertical topics including content, creation and infrastructure, distribution, social and marketing, advertising and monetization.

In the DEW Startup Competition, 12 startup companies went head to head for a prize package worth more than US$74,000. Following each firm's live eight-minute product presentation, each finalist answered questions from a panel of judges from venture capital and investment fund firms. The winner, Ninja Metrics' "Katana Social Analytics Engine," which predicts and measures the value of social contributions in applications and games, received a $25,000 investment, professional and business services from a Los Angeles law firm, a year of free hosting service from Rackspace and a two-hour consultation with senior partners of IDG Ventures.

"IDG Ventures was a terrific partner for the competition,"Dolaher said, "bringing a great deal of expertise to one of the speaking panels and to the process as a whole and graciously offering their time to consult with the winner at their San Francisco office, which really added to the value of, and excitement about, the prize package."

DEW DIGITAL ENTERTAINMENT WORLD
dm digitalmediawire
IDG WORLD EXPO
DEW

*Event co-chairs IDG World Expo CEO **Mary Dolaher** and Digital Media Wire CEO Ned Sherman welcome attendees. IDG World Expo produced the three-day conference in Los Angeles for Digital Media Wire. The event brought together more than 1,000 leading executives from the games, music, video and publishing industries.*

Other IDG and IDC DEW participants included **Pat Kenealy**, IDG Ventures managing director; **Greg Ireland**, IDC research manager, Video; and **Tom Mainelli**, IDC research director, Tablets.

The Washington Times recommended that "if there was only one social media and technology conference you could attend this year, [DEW] was the one."

"It was no surprise how first-rate DEW was in terms of how it flowed and the caliber of speakers and attendees," said one attendee. "You throw the best conference in the industry, hands down. What I experienced was truly about as good as it gets."

> "It was no surprise how first-rate DEW was in terms of how it flowed and the caliber of speakers and attendees. You throw the best conference in the industry, hands down. What I experienced was truly about as good as it gets."
>
> — *DEW attendee*

The next DEW will be Feb. 10-12, 2015, in Los Angeles. For more information visit the DEW website or contact Carolyn Rauch. ■

*Job Spotlight*

# On the job: Manager, Online Consumer

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name** Merijn Contant

**Title** Manager, Online Consumer, IDG Netherlands' B2C division

**What does a Manager, Online Consumer do?**
I am responsible for all the digital activities (websites, apps, etc.) within the Consumer department. I am also responsible for sales. The team I work with consists of eight people in both sales and support, a team with all the skills to move quickly and make money.

**What product/service do you deliver, and who are your primary customers?**
Our main titles are the Zoom.nl and Computertotaal.nl sites and the iPhone, iPad and Tips & Trucs magazines. For both consumers and advertisers, we offer various products around these brands. From a sales standpoint, we offer standard and premium display units but also custom content products, such as advertorials, photo contests and research. One custom product we offer is a pool of 3,000 testers available to test products or services. Our clients think it's very important that their target audience test their product or service, and they are willing to pay for it. We publish test results in our magazine and on our sites. In November we began offering wish lists for readers. Our e-commerce clients are very interested in collecting data to target their customers. With the wish lists, people add products and services to their personal wish list, along with registration information (name, address, etc.). This gives them the opportunity to win their wish list in a random drawing, while our clients gain valuable data on prospective customers.

**What are the key skills required to do your job?**
The job consists of different responsibilities. Besides management skills and digital knowledge, you must be part of the market. Talk with people, understand what is going on, challenge yourself and react.

**A typical day**
In general, my main task is to motivate the people around me and give them the tools they need to make the right choices. Besides that, I have meetings to attend, reports to write, decisions on which strategies to follow and, most important, have good laugh with my colleagues.

**Best part of your job**
Working with different types of people with great knowledge and skills but with one goal: results.

**Most challenging part of your job**
Ensuring that my team remains focused on the big picture. I do this by creating a clear strategy with clear measuring points. These points guide us in our work, and everyone is part of and responsible for the results.

*IDG Netherlands Manager, Online Consumer* ***Merijn Contant*** *joined IDG in 2011.*

**Why and how did you get involved in this career?**
During my media studies I started my own media company. I earned good money, but I felt I needed to expand my network. I wanted to work with great people and learn. With the international character of IDG, there is no other organization where this is possible.

**A recent accomplishment** In September 2013, we launched a new Computertotaal.nl website. Not only did we change the design, we changed its editorial strategy. In the past we provided content we thought our readers wanted to read. Using Google Analytics, however, we now have a better idea of what content works and what doesn't, and our editors produce more demand-driven content, which increases traffic to our site. Combined with a reworking of our SEO, we have grown from 600,000 unique visitors per month to nearly 1 million per month.

**One thing colleagues would be surprised to learn**
Beginning at age four, I've learned to play many musical instruments. Right now I can play the violin, piano, accordion, didgeridoo and guitar. I also love to be on the water. I live near the sea, and I love to ride the water on my paddleboard. ■

# noteworthypeople

## New employees

New at **IDC California** is Senior Research Analyst **Ajay Gavagal** who will be working with the Enterprise Software Networks & Collaborative Technologies and Content & Digital Media Technologies group. He was previously a business analyst with Exilant Technologies and holds an MBA from the Thunderbird School of Global Management. In his fre time he enjoys travel, sky diving and scuba diving. agavagal@idc.com

*Liu*

**Jason Liu** joins **IDC China**'s PC group as a market analyst; he was most recently an analyst with WPP, focusing on social media. He earned an M.S. in chemical engineering from the U.K.'s University of Leeds and enjoys singing, travel and watching Premier League football matches. jliu@idc.com

*Bolisay*

**IDC Philippines** has hired **Richard Bolisay** as a research editor with its Publishing Services and Technology division. He was previously a writer and editor at the Tzu Chu Foundation Philippines, an international relief organization, and has also been a media librarian for Alliance Francaise de Manille. A graduate of the University of the Philippines/Diliman, he holds a B.A. in film and audio-visual communication. He enjoys reading and going to rock concerts. rbolisay@idc.com

*Osmo*

**Michal Osmo** joins **IDC Australia** as an account manager. She has more than 13 years of experience in business development and account management, most recently in the IT sector focusing on research, cloud and mobility. She holds a degree in tourism management from Sydney's University of Technology and enjoys keeping fit by running, swimming and cycling. mosmo@idc.com

PETER SHORT

*Pike*

New at **IDC Framingham** is **C. Sean Pike**, program director, Governance, Risk and Compliance. Previously a manager of information assurance with Nielsen Audio, he holds a J.D. from Syracuse (N.Y.) University College of Law and an M.S. from Syracuse University School of Information Studies. He enjoys spending time outdoors and working on home improvement projects. spike@idc.com

*Loewenstein*

Also joining **IDC Framingham** is VP, Consulting **Marcia Loewenstein**; she was previously VP of custom research and client strategy at ABI Research and has also worked as research director at Jupiter Research. She holds a B.A. in mathematics and economics from the University of California/Santa Barbara and an MBA in finance from Columbia University Business School. An avid cyclist and runner she has completed both the Boston and Chicago Marathons, recently learned to surf and enjoys cooking and wine and "traveling off the beaten path." mloewenstein@idc.com

## Returning employees

*Sharma*

**Ravikant Sharma** returns to IDC as a research manager at **IDC Singapore**; he was previously a senior manager with IDC India's consulting group and has also worked as a research director with IPSOS India. He holds a diploma in management and marketing from IFCAI Business School. rksharma@idc.com

*continued from page 3*

# One on One

events manager, has led a first-class execution team aside from providing invaluable sales support.

**Q Has there been any collaboration between IDC India and IDG India?**

A We collaborate every year for the annual CIO Summit. Over the last three years, this event has grown substantially from both prestige and financial perspectives. Starting with a $60,000-odd booking in the first year, we recently had our third CIO Summit, which saw bookings of $320,000, 125 CIOs and top sponsors such as IBM, VMWare, Wipro and others.

Aside from this collaboration, we also share office infrastructure in our Delhi and Bangalore offices, which keeps the team engaged and collaborative.

**Q What is the competitive landscape like, and how does IDC India differentiate itself from competitors?**

A India is an investment destination for all our major global competitors. From Gartner to Forrester, from Nielsen to GFK, from the Big 4 to McKinsey, everyone is here in full strength. Our differentiators are along two vectors:

- We are the only firm that brings a 360-degree view of the marketplace to our vendor customers: supply-side insights, which are our traditional strength; channels knowledge driven by City Level Tracker programs; and demand-side insights through some of the global Insights analysts based in India.
- Our famous, flexible, customer-centric approach coupled with competitive pricing strategies resonate well in the market, too.

Over the last three years, our differentiation strategy has paid off for IDC India. We seek to continuously improve and keep innovating to stay fresh and relevant to the market.

**Q IDC India recently received the CIO Choice Award for Best IT Advisory Services. Why was this honor significant?**

A The CIO Choice award was extremely significant as it recognized our excellence in CIO advisory. We were voted for by the CIOs themselves, and, as readers will know, this community is famously hard to influence.

I am aware of how much focus [IDC CEO] **Kirk Campbell** has on building IDC's presence in this space and am pleased that we are contributing in our own small way. We are very proud to have received this accolade, and it gives us great energy in battling the giants in this marketplace.

In conclusion, I believe that the greatest achievement of Team India has been that no one in IDC is truly aware of how hard the slowdown has hit the country. The team continues to work hard, work smart and win in the marketplace. We look forward to another 25%-plus growth year in the current fiscal year. ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

***34***
**John Dix** *IDG Enterprise*

***23***
**Heidi Broadley** *IDG Communications*

***22***
**Bridget Cammarata** *IDG Strategic Marketing Services*
**Michael Cooney** *IDG Enterprise*

***17***
**Carl Olofson** *IDC*

***15***
**Tracy Yee Vaught** *IDG Consumer & SMB*

***14***
**Arne Arnold** *IDG Germany*
**Jon Röhne** *IDG Sweden*

***13***
**Alexis Barrera** *IDG Engineering Services Group*

***10***
**Alejandro Florean** *IDC Miami*

***9***
**Charles Lee** *IDG Strategic Marketing Services*
**Michael Tavares** *IDG*
**Amy Catalogna** *IDC*
**David Price** *IDG U.K.*

***8***
**Leslie Baldi** *IDG*

***7***
**Atsushi Arai** *IDC Japan*
**Douglas Hayward** *IDC U.K.*

***6***
**Monika Szczurowska** *IDG Poland*

***4***
**Beverly Spaulding** *IDG Digital Solutions Group*
**Melissa Rocco** *IDG Enterprise*
**Jacqui Hendriks** *IDC U.K.*
**Marcus Svinhufvud** *IDG Sweden*

***3***
**Mohit Raizada** *IDC India*
**Jerilyn Hartman** *IDC*
**Pietra Carvalho** *Now!Digital Business*
**Kourosh Ghassemi** *IDC U.K.*
**Ruaa Barsom** *IDG Sweden*
**Boudewijn Muijser** *IDG Netherlands*

***2***
**Sarah Burrell** *IDG Connect International*
**Guilherme Figueiredo Tejada** *IDC Brazil*
**Tae Jin Kim** *IDC Korea*
**Jitesh Ubrani** *IDC Canada*
**Danielle Krieger** *IDG TechNetwork*
**Zachery Stern** *IDG TechNetwork*
**Kevin Barrett** *IDG*
**David Schubmehl** *IDC*
**Andre Peschke** *IDG Germany*
**Christofer Björkvall** *IDG Sweden*

***1***
**Daniel Silva** *IDC Peru*
**Chun Pang Chan** *IDC Hong Kong*
**Wilhendra Akmam** *IDC Indonesia*
**Anastacio Bunani** *IDC Philippines*
**Charmine Morales** *IDC Philippines*
**Patrick Casey** *IDG Digital Solutions Group*
**Victor Santos** *IDG Digital Solutions Group*
**Christina Donahue** *IDG Communications*
**Esther Rubin** *IDG Strategic Marketing Services*
**Teresa Baldack** *IDG U.K.*

## World Tech Update seeks input

World Tech Update, the IDG News Service's video recap of the week's technology news, will be undergoing a "refresh" over the next few months. IDG editors, video producers and reporters are invited to contribute suggestions for enhancements, which could include new graphics, a new format or different types of stories covered.

World Tech Update marked its sixth anniversary last month. The most recent revamp came in 2010 when graphics were upgraded when the show debuted in high definition at CES.

Contact Multimedia Correspondent and Video Content Manager Nick Barber.

## Changes announced for 2014 GPLM

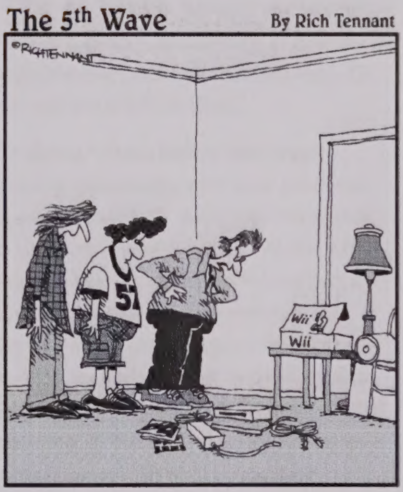
Since the original announcement of the 2014 IDG Global Product Line Meeting two important changes have been made. The meeting will take place in Boston, not San Francisco, as originally announced, and it has been shortened by half a day and will now take place over two full days. The 2014 GPLM is scheduled for Oct. 13-15 at the Copley Marriott Hotel. Workshops will cover a variety of timely business topics including mobile, marketing services, databases, social media, editorial, events and technology. The meeting will kick off with a cocktail reception on the evening of Oct. 13. The International Managers Meeting will take place at the same venue Oct. 12-13. Registration and hotel information will be available mid-August.

Any questions? Please contact Michelle Putt.

# cartooncontest

Take a break and test your wit! Create a caption for the cartoon at right, go to the cartoon page on IDG Central and add your caption to the comments box by March 12.

The winner of a random drawing of all entries will receive an IDG-logoed item that will make him or her the envy of the office.



## Send in your Photo of the Day

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting or, as shown here, an unusual client visit. Send the photo with a short description to idgcentral@idg.com.

# unsunghero

## Julekha Khan

*Finance Manager*

*IDC Australia*

*IDC Australia COO **Tehmasp Parekh** nominated Finance Manager **Julekha Khan** as an Unsung Hero, saying. "She has been a pillar of support for the IDC Australia and IDC New Zealand offices. Over the years she has demonstrated a desire to learn and take up challenges that are both self-improving as well as added contributions to the organization."*

**Home** Sydney, Australia

**Primary job responsibilities** My main duties encompass financial reporting and briefings, budgeting and monthly forecasting, managing company insurance, payroll and administering day-to-day business operations, as well as monitoring cash flow, liaising with auditors, solicitors, bankers and the tax office.

**Three things I do in a day's work**

- Ensure the monthly reporting cycle deadlines are met.
- Manage costs and the impact of profitability.
- Monitor quality and efficiency in order to find ways to improve underperforming areas within the company.

**What I love most about my job** It provides a fantastic opportunity to contribute to the development process of the company's strategic direction. Working closely with the senior management team, research and sales parts of the business gives me full visibility on overall company operations.

Participating in human resources planning is another exciting area of my role. For example, defining roles and key performance indicators to ensure productivity and alignment with the company's strategic objectives is one of my professional interests.

And on top of that, working in a small office means I also get a chance to work on ad hoc projects such as looking for a new office space for IDC Australia, which we are currently in the process of doing.

**A hot-button issue I'm dealing with on the job** Working with the management team on organizational structures and service portfolio optimization to ensure a sustainable growth path for IDC ANZ. I look forward to the implementation of a global accounting and financial reporting software package that will help IDC to further enhance efficiencies.

*Finance Manager **Julekha Khan** joined IDC Australlia in 2004 as an assistant accountant.*

**What I'm doing to be a better employee** I love sharing knowledge and best practices. It's my passion to coach team members and provide support where required. At the same time, I aim to have ongoing collaboration and communication not only with members of my team but with my colleagues from other groups in the business about improving and managing costs and coaching them on better understanding of the business objectives as a whole.

**Interests outside the office** Gardening and playing basketball with my two boys.

**What others can't tell just by looking at me** I'm a hands-on person. Not many people realize I have DIY skills and am good at working with a screwdriver or a hammer at home.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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**Jaideep Mehta** *IDC India*
**Tehmasp Parekh** *IDC Australia*
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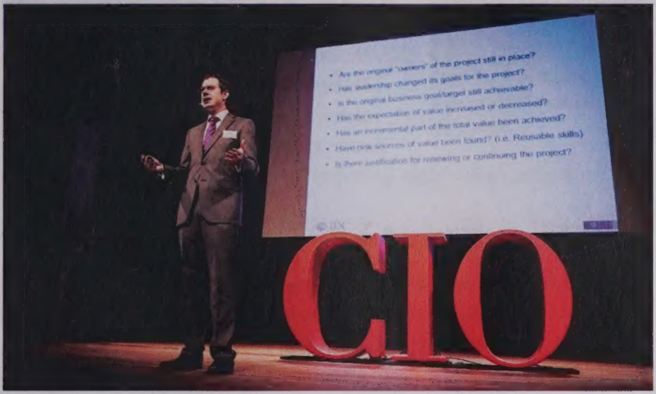
**Carolyn Yanuskiewicz** *IDG*

# IDG World Update

## EMPLOYEE NEWS AND INFORMATION

3 MARCH 2014 | VOLUME 44, NUMBER 9 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CARTOON CONTEST - page 8



## IDG Netherlands, IDC Benelux team up for third CIO Summit

*The two business units joined forces to deliver a powerful one-day conference that resonated with attendees, who gave it high ratings, and sponsors, who called for increased sponsorship opportunities.*

**SEE MORE ON PAGE 5**

## Also inside

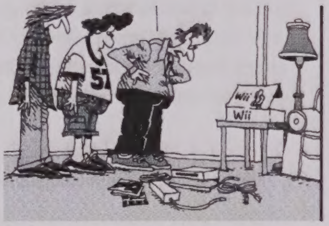
Focus on Events: World Expo's Stephen Galeotalanza on hotels negotiations, event registration

One on One: IDG Enterprise's Debra Becker

IDG Sweden journalists take up temporary residence in vendors' offices

*IDG Sweden's Sustainability Day focuses on intersection of business and environmental, social issues.*

**SEE MORE ON PAGE 7**

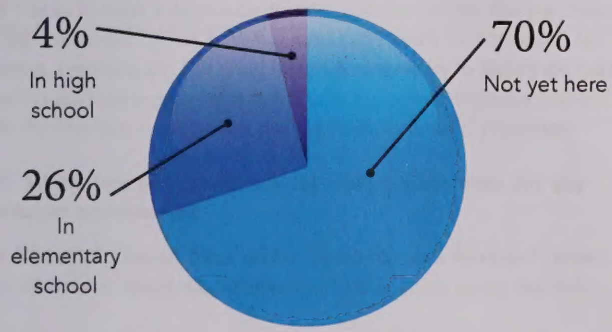


*The cartoon caption contest is back! Send in your submission and be eligible for a random prize drawing.*

**SEE MORE ON PAGE 8**

## Question of the week results

Where were you 50 years ago?



**Log on to www.idgcentral.com to vote on this week's question:**

Do you use WhatsApp?

CLICK HERE

## IDG covers Mobile World Congress

IDG
TIMO NIEGEL
Sales Manager, Avantgarde Acoustic

IDG journalists from around the globe, including IDG News Service Senior Correspondent Martyn Williams (right), descended on Barcelona, Spain, last week for the Mobile World Congress. Williams interviewed a sales manager from Germany's Avantgarde Acoustic, whose iPhone speaker promises impressive sound for those who can afford it — only $10,000. See this video and other photos, videos and stories on the IDG News Service site.

*Focus on events*

# Key considerations when dealing with hotels, attendee registration

***Stephen Galeotalanza*** *has been with IDG World Expo for eight years.*

***Stephen Galeotalanza*** *is senior manager, registration and housing at IDG World Expo, responsible for overseeing all aspects of the registration process, from set up of the online registration system to on-site operations. He negotiates and contracts with hotels and sets up the online booking system used to manage hotel inventory. He does outreach to exhibitors and attendees to encourage them to book rooms in IDG World Expo's block and monitors hotel booking patterns and prices. IDG World Update asked him to share some thoughts about negotiating with hotels and implementing registration programs.*

**WU How far in advance of an event do you negotiate hotel rooms?**

**SG** Negotiating contracts for a large citywide event starts seven months in advance of the event. For smaller events, using one or two hotels, I negotiate four to five months in advance from the event.

**WU How do you determine room blocks?**

**SG** I look at booking patterns and past pick up history to determine our needs.

**WU What do you negotiate into contracts to account for attrition?**

**SG** Our goal is for our contracts not to include an attrition clause or, if that is unavoidable, to include a maximum amount to be paid; this allows us to determine our maximum attrition liability before the event even happens. We also conduct a room audit after each event to ensure that all attendees have been correctly credited to our room block.

**WU Are there certain hotels that you prefer to work with? Why?**

**SG** For a city-wide event we try to work with the hotel(s) that are closest to the convention center, as that is most convenient for attendees, exhibitors, speakers, etc. For hotel-based events we try to secure the hotel that has the best location and space to fit our needs. We have worked with the Marriott, Hyatt, Hilton and the InterContinental properties.

**WU When negotiating with a hotel, what are the areas you pay particular attention to?**

**SG** The main areas we focus on are attrition clauses, food and beverage minimums, space requirements and cancellation policy and fees.

**WU What are the areas most open to negotiation?**

**SG** Everything is up for negotiation between hotels and event planners today. The process is a give and take. You must know what is important to you and what you can do without when in negotiations with the hotel.

**WU What is one thing you always negotiate into your contracts?**

**SG** The number one thing is no attrition. The goal is always to get the best deal for both the event and the attendees (free extras such as complimentary Internet access or free access to the health club).

**WU Where do hotels make their money, and how can we leverage that to our benefit?**

**SG** Hotels make revenue from sleeping room rates and guests using the hotel services during their stay. If a meeting is booked at a hotel and a room block and function space are reserved there, the inventory the hotel has available to sell in the market is lower. This allows the hotel to increase prices to transient traffic.

**WU What's the biggest mistake you ever made regarding selecting/contracting with a hotel and what did you learn?**

**SG** I ran government events before I came to IDG World Expo. During one event I booked a meeting in a venue where I did not do a site inspection, and this was before floor plans were available online. On opening day we realized there was a large pillar in the center of the keynote room, which would obstruct views for many of the attendees. We weren't able to switch rooms but at least negotiated a free break from the hotel for our attendees. Lesson learned: always check the details and ask questions.

**WU Do most World Expo events rely on preregistration, on-site registration or a mix of both?**

**SG** All World Expo events offer online pre-registration as well as the ability to register on-site. Pre-registration helps marketing gauge the effectiveness of their messaging and tactics. We collect demographic information during the registration process, both online and onsite, which helps marketing build a profile of our audience.

**WU What have you found to be most effective in encouraging preregistration?**

**SG** For some events it is early discounted pricing that will drive preregistration. For others it is a limited time offer or value-added incentive; for Anime Expo, in particular, we have achieved success in driving preregistration boosts with attendee offers. And, as always, content is a big factor in driving pre-registration so big-name speaker announcements will increase pre-registrants.

**WU What are the hallmarks of an effective registration system?**

**SG** It depends on the needs of the event. For smaller events an off-the-shelf solution will work, such as eTouches or cVent. For larger events a more tailored registration site may be needed. Some registration vendors offer a suite of applications that can help you manage your event more effectively, such as Active Networks or Compusystems.

For our larger events, the most critical and useful elements are: the ability to generate and customize reports in real time, functionality that allows codes to trigger different offers, seamless integration with our other data sources and the infrastructure and support required to execute flawlessly on-site. ■

# OneonOne

## Debra Becker

## *IDG Enterprise*

***IDG Enterprise's senior marketing director for events is this week's columnist. Reach her at dbecker@idgenterprise.com.***

> "In an effort to increase followers to our event-based Twitter accounts, we sent an email to event alumni wishing them happy holidays and alerting them to our event schedule for 2014. The only call to action was to follow the event-based Twitter accounts. We saw increases of over 200% from this effort."

**Q What's the scope of your role?**

A I am responsible for the attendee recruitment strategy and execution for events under the Computerworld, Network World, DEMO and CITEworld brands. Specific events under these brands include IT Roadmap, ConnectIT, Open Network Exchance Conference, Premier 100, CITE Conference & Expo (CITE), DEMO and Network World Tech Tours.

Specifically, my responsibilities include:

- Establishing attendee recruitment strategy to meet audience goals for local, regional and national events.

- Working with IDG Enterprise team members including marketing, content and registration on marketing plans. These plans include event website development, direct email outreach, social media campaigns and communication about events via the IDG Enterprise editorial brand websites.

- Managing the events registration team that manages all inbound registrations and runs the registration and customer service areas on-site at IDGE events.

**Q What are some strategies you use to ensure that customers who have RSVP'd to events actually show up?**

A We have extensive retention programs for all of our events. The goal is to keep attendees engaged from the point of registration until the actual event. We deploy retention efforts focused on sharing new content, posing engaging questions to attendees about key content themes. Regarding the questions, in email communication leading up to the event, and/or at the point of registration, we may ask questions such as, "How viable will technology XYZ" be in five years?" or "How likely are you to invest in XYZ technology and/or service? If yes, what is your timeframe?" We utilize the responses in a few different ways. The answers could serve as the basis for a roundtable discussion at the event or we would share the responses over the course of the event via slides or polling feature when attendees are gathered in the general session room. Attendees enjoy seeing how their goals and technology purchases compare to their colleagues.

We execute this messaging and activities via email, postal mail (including mailing attendee badges in advance. While we have certainly moved to email communication with attendees, we have consistently found that attendees do like the physical deliverable/reminder of walking into an event with a badge and postal reminder letter in hand. We are set up onsite to print badges for attendees who did not bring their badge or who registered past our postal mailing deadline. During the final week leading up to an event, we introduce personalized, pre-recorded voice messages, often times from our event hosts and moderators, and we send reminder texts to mobile numbers we collect. Additionally, in the final weeks leading up to the event, when attendees' plans might change and they are not able to attend, we incorporate a very easy RSVP step whereby we ask attendees to respond "A" if they are able to attend and "B" if they are not able to attend. Obtaining information in advance of the event is an important step for us manage final attendee recruitment efforts and onsite attendance to ensure we hit our attendance goals.

**Q Can you describe a few particularly effective social media campaigns you've implemented?**

A We introduced pre-event CITE Twitter chats in advance of the CITE Conference & Expo events, which have proven to be excellent pre-event engagement tools. In 2013, we planned four chats leading up to the event on key topics associated with the conference. Moderated by CITEworld editors and members of the content team, the 30-minute chats (which often continued on for 60 minutes) yielded over four million Twitter impressions.

In an effort to increase followers to our event-based Twitter accounts, we sent an email to event alumni wishing them happy holidays and alerting them to our event schedule for 2014. The only call to action was to follow the event-based Twitter accounts. We saw increases of over 200% from this effort.

**Q Are there new things happening in the realm of event registration?**

A Absolutely. We are seeing an increase in mobile/self-check in options at events (similar to a traveler's experience at the airport). These activities expedite attendees' event check-in experience and improve the attendees experience on-site. Other efforts to improve the registration experience include pre-populated forms,

*continued on page 6*

# IDG Sweden journalists strengthen network of contacts, reputation with on-site workdays

*"Keep close to our customers and qualified prospects."*
*"Keep an action-oriented 'let's try it' attitude."*
*IDG Corporate Values No. 6 & 10*

Editorial staff at Computer Sweden have recently launched an effort to meet more of the publication's readers, develop its network of informal contacts and raise the brand's profile among its customers with a simple request: "Can we come work in your office for a day?"

The program, which launched in January and goes by the name CS Editorial Team on Tour, grew out of an idea posted to the company's web-based idea platform late last year, according to **Sverker Brundin**, Computer Sweden features editor. And while the original intent was simply to learn a bit more about the company's customers and make some face-to-face introductions, there have been unanticipated benefits as well. "Our visits have helped employees at the companies we visit to feel that we really care about them, and our sales department believes these visits are good advertising for us among some of our larger customers," Brundin said.

To date, Computer Sweden journalists have taken up residence for the day at four companies in the Stockholm area: Atea (a large reseller), SAP, Microsoft and Tata Consultancy Services with a fifth visit scheduled later this month to Capgemini.

The way it works is quite simple, explained **Joakim Arstad Djurberg**, trade reporter at Computer Sweden and IT24, who is responsible for organizing the visits. "I generally work through my PR contacts at the company. We tell them that we want to change offices for one day and have a regular working day but in a new environment," he said. "We are also very clear that our intention is not to write specifically about the company we're visiting — at least not at that time — but, of course, since we make a lot of new contacts, which makes it easier to for us to learn about the company, both parties will probably benefit from the visit in the long run."

Once he has booked a company, Djurberg lets the editorial staff know and interested journalists can sign up. "At our first visit we were six journalists, which was a great show of interest but maybe a few too many, so now we limit our groups to four per visit," he said.

*Four journalists participated in the most recent CS Editorial Team on Tour visit to Tata Consultancy Services. Back to front: **Tomas Zirn**, reporter; **Joakim Djurberg**, trade reporter; **Mattias Malmqvist**, economics editor; and **Sverker Brundin**, features editor.*

A typical day begins with the journalists being met by someone from their host's PR staff, who generally shows them around the facility and introduces them to key staff, including the CEO. They are shown to whatever space the company has set aside for them to work in — sometimes a conference room, empty office or a small meeting room — and get to work. "From there, there have been varying levels of a regular workday," Djurberg said.

"Sometimes the day goes fairly much as normal; other times there is a flood of visitors, one after the other. At SAP, for instance, people were very curious about Computer Sweden and asked us a lot of questions — especially about our plans for video."

The reaction from the companies Djurberg has contacted has been almost universally postive, he said. "The PR managers understand that this is an excellent opportunity for them to help us learn more about their companies and get to know their people. And, of course, it's a great chance for them to strengthen their contacts with us."

> "The PR managers understand that this is an excellent opportunity for them to help us learn more about their companies and get to know their people. And, of course, it's a great chance for them to strengthen their contacts with us."
> Joakim Djurberg

So far, Djurberg said he has contacted about 10 companies and all but one have been unreservedly enthusiastic. "There was one that wanted us to sign some sort of non-disclosure agreement, so we decided not to go there."

For more information, contact Joakim Djurberg. ■

# IDG Netherlands, IDC Benelux focus on delivering exceptional content at CIO Summit

Teamwork delivers, as IDG Netherlands and IDC Benelux demonstrated at their third successful CIO Summit, held Feb. 5 for 145 registered attendees. The theme this year: This Time IT's Business: Time To Deliver."

"Our joint events skills and contacts in the market make for a very powerful combination," said CIO.nl Editor-in-chief **Volkert Deen**, who co-hosted along with **Martin Canning**, IDC Benelux Group VP, European Consulting. "From the earliest stages of deciding on the central theme, creating the advisory board, organizing the board meetings, translating them into a program and deciding on speakers, we were in constant contact and drove the event as a team."

**Spencer Izard**, head of European Retail Insights & Executive Advisory Program at IDC U.K., presented one of the keynotes, and all attendees received a complimentary IDC research paper.

*(L-r): CIO.nl Editor-in-chief **Volkert Deen** and IDC Benelux Group VP, European Consulting **Martin Canning** co-hosted the CIO Summit.*

On the event's program were case studies from Unilever and Deloitte that showed IT and business working together, as well as two sportsmen — Simeon Tienpont, the Dutch boat captain for Team USA in the 2013 America's Cup, and Olympic gold medal-winning gymnast Epke Zonderland — who spoke on delivering excellence at the right moment.

All of the event's sponsorships were sold, helping to make the summit 10% more profitable than last year. IDG and IDC shared target lists, and the profit share was based on what each party actually sold.

"We had to create more sponsor opportunities to keep up with demand," said IDG Netherlands Sales Manager **Liam Baker**. "In the end we had 17 sponsors that backed one or more sessions."

Different sponsors have different reasons for participating, Baker said. "Some see it as a way to make first contact with C-level executives, others feel they need to be present at a C-level event because their named accounts are present. In my opinion, it boils down to sales. The budgets in the room totaled more than 3 billion euros (US$4.121 billion) — who doesn't want a piece of that pie?"

Organizers ensured that sponsors' involvement was focused on building relationships between them and the audience. "You don't build a respectful relationship by trying to sell a product," Deen said. "We try to impress on our sponsors that they have a chance to present themselves as an attractive partner. We help them out as much as we can by closely monitoring the speakers they select and the summaries they provide, which we usually tweak in the same way we tweak our articles for our websites to make them attractive for our audiences. At the same time, this helps them find the right focus for their presentations."

Attendee ratings went up from 7.3 last year to 7.8, "which is excellent, considering that a 7 is considered a high rating for events in the Netherlands, and I've never seen an 8," Deen said.

"The CIO Summit creates a multimedia platform for the vendor community to engage at the highest level," said IDC EMEA VP/Events & Go-to-Market Services **Julie Gill**. "The objective was to create an event that would be 'must-attend' for CIOs while creating a renewable business model that uses the expertise of both IDC and IDG to produce a flagship event."

A pre-event element this year were video interviews with event speakers on the Summit website as well as Q&A articles with them on CIO.nl.

Contact Volkert Deen. ■

## Enhancing what works

Each year a new advisory board works with IDGNetherlands and IDC to shape the CIO Summit. Among the board's recommendations this year were longer roundtable sessions (an hour instead of 40 minutes), no panel discussions and no awards.

"Panel discussions and awards are things you see a lot at other events, and sponsors tend to like them, or maybe they just expect them," said CIO.nl Editor-in-chief **Volkert Deen**. "We tried a panel discussion at our first summit, and it didn't really work, primarily because our audience in general does not like to interact with panelists."

***Multiple roundtables were held this year in the elegant venue's main concert hall, where a new collapsible floor turned the setting into a ballroom.***

IDG Netherlands' biggest competitor has a CIO Day and an established CIO of the Year award. "We'd have to at least match that or preferably top it or risk putting ourselves in the position of being a cheap rip-off," Deen said. "Since we pride ourselves on our summit being of better quality than their CIO Day, I don't think we should fall into the trap of trying to do an award just because some expect us to. Our board urged us to focus on the things we've been doing well: valuable keynotes and our well-moderated — often by advisory board members — roundtables."

# noteworthypeople

## New employees

*Senie*

JOE MOLA

Previously with Caxton FX as a corporate marketing associate and event planner, **Kate Senie** joins **IDG Strategic Marketing Services** as a social media analyst. She earned a BS.BA in international business from Alabama's Auburn University and an MS in marketing from the U.K.'s University of London. Away from the office she enjoys travel, swimming and listening to country music. ksenie@idgcommunications.com

New at **IDC Singapore** is Senior Market Analyst, Mobile Devices **Tay Xiaohan**. Previously an analyst with a human resources consulting firm, she holds a B.A. in communication studies from Singapore's Nanyang Technological University. xtay@idc.com

Account Director **Richard Elliott** joins **IDC Australia**'s Sydney office. He has more than 20 years of experience in business development and client relationship management and enjoys spending his free time with his family. relliott@idc.com

*O'Rourke*

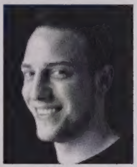
New at **IDG Consumer & SMB** is Midwest/New England Account Manager **Brian O'Rourke**; he was previously Midwest sales manager with CFO magazine. A graduate of Loras College in Dubuque, Iowa, he holds a B.A. in marketing. A painter and a photographer, he also enjoys kayaking, travel and Netflix binge-watching. borourke@idgcsmb.com

**IDG Germany**'s OnlineWelten has hired **Nico Bekasinski** as a media production trainee. He was previously an intern at Goodgame Studios and holds a B.A. from Hochschule Mittweida in Mittweida, Germany. In his free time he enjoys playing PC games, film and photography. nbekasinski@idg.de

*Raettig*

**Nils Raettig** is **IDG Entertainment**'s new hardware editor. Previously an editor with Data Becker GmbH, he holds an M.A. in philosophy, sociology and German studies from Heinrich-Heine-Universität Düsseldorf. Away from the office he enjoys football and snooker. nraettig@idg.de

Also new at **IDG Entertainment** is Content Manager **Philipp Elsner**. Previously with Augsberger Allgemeine Newspaper, he earned a B.A. in comparative literature from the University of Augsberg. Away from the office he enjoys gaming, movies and cooking. pelsner@idg.de



*Purrucker*

A recent graduate of Otto-Friedrich University in Bamberg, Germany, **Jan Purrucker** joins **IDG Entertainment** as a junior editor. In his free time he enjoys fitness, parkour and martial arts and is happy to be "part of my favorite magazine." jpurrucker@idg.de

*Geiger*

**Patricia Geiger** joins **IDG Entertainment** as a trainee, coming from Schwaebische Zeitung Laupheim where she was a freelancer. She holds a B.A. in history from the University of Stuttgart, enjoys tennis, movies and video games and recently started studying Hungarian. pgeiger@idg.de

*Schmitz-Nellen*

**IDG TechNetwork**'s Munich, Germany office has hired **Jessica Schmitz-Nellen** as a data services key account manager. She was previously an international sales manager with Vogel Business Media GmbH and holds a diploma in economics, business English and business Spanish from the University of Passau. "Whenever [my] children allow," she enjoys mountaineering, skiing and tennis. jschmitz-nellen@idg.de

*Morgenstern*

Also new at IDG Germany's **IDG TechNetwork** is Key Account Manager **Sabine Morgenstern**. She had been an advertising manager with Callwey Verlag and is currently studying business administration. smorgenstern@idg.de

All IDG business units and publshing partners are invited to send news about newly hired and promoted employees to the editors at world_update@idg.com. Please try to include a photo if possible.

## Framingham-area runners invited to run with IDG/IDC team

J.P. Morgan Corporate Challenge®

Framingham- and Boston-based IDG and IDC employees are invited to join the IDG team participating in this year's J.P. Morgan Corporate Challenge, a 3.5-mile run through downtown Boston. This year's race takes place on June 26.

Proceeds from the J.P. Morgan Corporate Challenge, which takes place in numerous cities around the globe, benefit a variety of not-for-profit and charitable organizations in the cities in which the races are held.

If you are interested in participating, please contact IDG World Expo Associate Show Director Bryan Rusciano to receive information about the race. ■

*continued from page 3*

## One on one

mobile-friendly registration forms and social engagement via event confirmations.

**Q What are a few of your goals for the year ahead?**

A They include continuing to expand the reach of our events through social media as well as improving our marketing metrics via Google Analytics and TweetReach. We are always looking to grow our attendee base by expanding audience reach and targeting new stakeholders, such as line of business executives. In an effort to remain a relevant face-to-face event option for attendees, we are developing new event formats around topics to grow our portfolio across all brands. Some new formats include an "unconference" approach where attendees crowdsource a session and determine the topic of discussion. We are expanding our local seminar series, offering, shorter, more focused topics where the event concludes by noon. In the past year, we incorporated career development sessions, in partnership with the CIO Executive Council, as well as lightning-round presentations in the expo theater areas of our events. Some recent examples of new events include the Computerworld's ConnectIT series; Open Network Exchange (National Conference focusing on SDN; Network World Tech Tour's Wifi series and greater inclusion of the CMO audience in the CIO Perspective events. ■

# Focus is on business, environment at IDG Sweden's Sustainability Day

IDG Sweden's management conference on sustainable business development drew 720 attendees to the Swedish Exhibition Hall in Göteburg last month, the most attendees ever for the event in that city.

Sustainability Day, produced under the IDG Sweden brand Miljöaktuellt, is geared to decision makers in charge of social responsibility issues for private companies and government agencies. The 13 exhibitors included consultants, lobbyists, companies and organizations that deal with social responsibility issues.

The program featured three tracks and 12 in-depth seminars. According to Event Manager **Maria Agrén**, the team delivered 200% above budget regarding paid attendance and almost as much in terms of sponsors. In addition, rent for the venue was free thanks to cooperation with the Swedish Trade Fair.

Sustainability Days are also scheduled later this year in Stockholm and Malmö.

Contact Maria Agrén. ■

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***Mikael Salo**, executive editor of Miljöaktuellt, moderated the conference along with Katarina Thorstensson, Göteborg & Co.*

*Morgan Widung, sales director at Innventum, and **Johanna Lindberg** of the Miljöaktuellt. sales team catch up during a break between sessions.*

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**26**

**Krzysztof Ceglinski** *IDG Poland*

**25**

**Martin Fältström** *IDG Sweden*

**21**

**Marie Söderqvist** *IDG Sweden*

**20**

**Jens Stark** *IDG Switzerland*
**Jay Vijayan** *Computerworld*

**19**

**Antonette Cutone** *IDG*

**18**

**George Knorr** *InfoWorld*

**17**

**Alan Tang** *IDC Hong Kong*

**16**

**Ian Sharp** *IDG Australia*
**Melanie Posey** *IDC*
**Wayne Hetherington** *IDC*

**15**

**David Tapper** *IDC*

**14**

**Hansjörg Honegger** *IDG Switzerland*
**Timothy Grieser** *IDC*

**13**

**Zach Sullivan** *Digital Solutions Group*
**Bushra Khalid** *IDG*
**William Stofega** *IDC*
**Koen Zijm** *IDG Netherlands*
**Kristina Martinu** *IDG Czech Republic*

**11**

**Thasanthan Srikanthalingam** *IT World Canada*

**10**

**Sheri Cottreau** *IDG*
**Coby Smith** *IDC*
**Nga Bui** *IDG Vietnam*

**9**

**Paola Soriano** *IDC Peru*

**8**

**Frank Wang** *IDC China*
**Letchmy Ganapathy** *IDC Singapore*
**Mark Nederpelt** *IDG Netherlands*

**7**

**Fabian Cardoz** *IDC India*
**Harsha Sundararaman** *IDC Singapore*
**Carrie MacGillivray** *IDC*
**Bob Johnson** *IDG Connect*
**Eileen Smith** *IDC*
**Melissa Henderson** *IDC*
**Stephen Conway** *IDC*

**6**

**Nancy Le** *IDG Australia*
**Yong-Hyun Kim** *IDC Korea*
**Mayur Sahni** *IDC Singapore*
**Madeline Kruzel** *IDG World Expo*
**Andrew Bell-Wright** *IDC U.K.*
**Andrew Harrison** *PC Advisor*

**5**

**Chetan Patil** *IDC Center for Consultancy & Research/India*
**Meghan Shepp** *IDG Strategic Marketing Services*

**4**

**Angela Peng** *IDC China*
**Petra Blum** *IDG Sweden*
**Magdalena Goralczyk** *IDG Poland*

**3**

**Vaibhav Verma** *IDC Center for Consultancy & Research/India*
**Jean Desmarais** *IDG Research Services*
**Matthew Wenger** *IDG TechNetwork*
**Janet Pitt** *IDG World Expo*
**Aki Nakamura** *IDC Japan*
**Louise Pearson** *IDG Global Solutions*

**2**

**Felix Cheng** *IDC Hong Kong*
**Rajkumar Pari** *Center for Consultancy & Research/India*
**Adam Shorr** *CXO Media*
**Stephanie Moran** *IDG Communications*
**Whitney Cwirka** *IDG Communications*
**Jessica Maxwell** *IDG Connect*
**Jennifer Malenfant** *IDG*
**Jon Gold** *Network World*
**Miguel Florean Rodriguez** *IDC*
**Vyacheslav Gromov** *IDG Germany*
**Helena Nordh** *IDG Sweden*
**Dawn Briddon** *IDG U.K.*
**Ralph Allen** *IDG U.K.*

**1**

**Daniel Han** *IDC China*
**Arceli Sabangan** *IDC Philippines*
**Rebecca Linke** *Computerworld*
**Lauren Fiorentino** *CXO Media*
**Alanna Grant** *IDG Communications*
**Killian Arnold** *IDG World Expo*
**Akram Al-zarif** *IDG Connect International*

## IDG Central password tip

Do you want to change your auto-generated password for IDG's intranet to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Debra Becker** *IDG Enterprise*
**Sverker Brundin** *IDG Sweden*
**Volkert Deen** *IDG Netherlands*
**Joakim Djurberg** *IDG Sweden*
**Jon Guloyan** *IDC*
**Martin Fältström** *IDG Sweden*
**Stephen Galeotalanza** *IDG World Expo*

# IDC unveils 50th anniversary collage

On Feb. 26, 50 years to the day after **Pat McGovern** founded International Data Corp., staff at IDC's Framingham, Mass., headquarters assembled in the building's lobby for the installation of a collage that highlights milestones in the company's first five decades.

An interactive image of the artwork is available on IDC's 50th anniversary microsite on IDC.com. Clicking on any one of the more than 100 images will cause that image to enlarge and accompanying text explains each graphic.

*Above left: IDC Vice President of Marketing and Lead Development* ***Jon Guloyan*** *(rear), Vice President/Human Resources and Education* ***Debbie Bernardi*** *and IDC President and CEO* ***Kirk Campbell*** *at the unveiling in Framingam, Mass. At right: IDC Senior VP, Worldwide Software and Services* ***Henry Morris*** *(left) checks out the collage.*

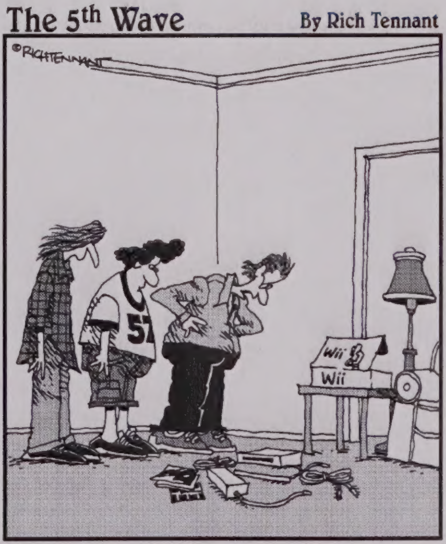
The Feb. 24 issue of IDG World Update focused on IDC's entrepreneurial beginnings, its milestones and a look at employees' impressions of IDC's role in the IT industry. Click here for the PDF or read more on IDG Central.

# cartooncontest

Take a break and test your wit! Create a caption for the cartoon at right and email it to world_update@idg.com by March 12.

Contributions will be posted on IDG Central. The winner of a random drawing of all entries will receive an IDG-logoed item that will make him or her the envy of the office.

Good luck and have fun!



IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - page 3 | IDC'S LAUNCH - page 4 | IDC TRIVIA - page 9 | CELEBRATING 20 - page 10

# IDC celebrates five decades of research excellence

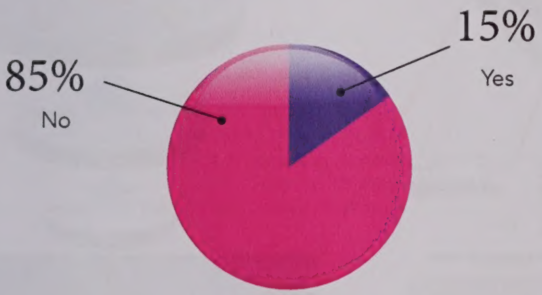
*In February 1964, a young MIT graduate named Patrick McGovern founded a company called International Data Corp. His first product, the EDP Industry and Market Report, nicknamed The Gray Sheet, announced the impending debut of a game-changing computer — the IBM System/360 — and IDC's impact on the IT advisory industry has grown ever since.*

*Fifty years later, IDC has created a variety of initiatives to reflect on its history and point toward the future. A new microsite, promoted on the home page of IDC.com, features a video, an IDC thought leadership e-book, an infographic detailing IDC's global expansion and an interactive collage. On Feb. 26, the day of IDG Chairman and founder Pat McGovern's 50th anniversary with the company, a three-dimensional version of the art will be unveiled in the lobby of IDC's global headquarters in Framingham, Mass. Next month, a gala celebration will be held at the Museum of Fine Arts in Boston.*

*This issue is dedicated to IDC, including an account of its entrepreneurial beginnings, its milestone celebrations and a look at employees' impressions of what IDC means to them and its role in the IT industry.*

## Question of the week results

Did you do anything special for Valentine's Day?



**Log on to www.idgcentral.com to vote on this week's question:**

Where were you 50 years ago?

CLICK HERE

## Among the features inside:

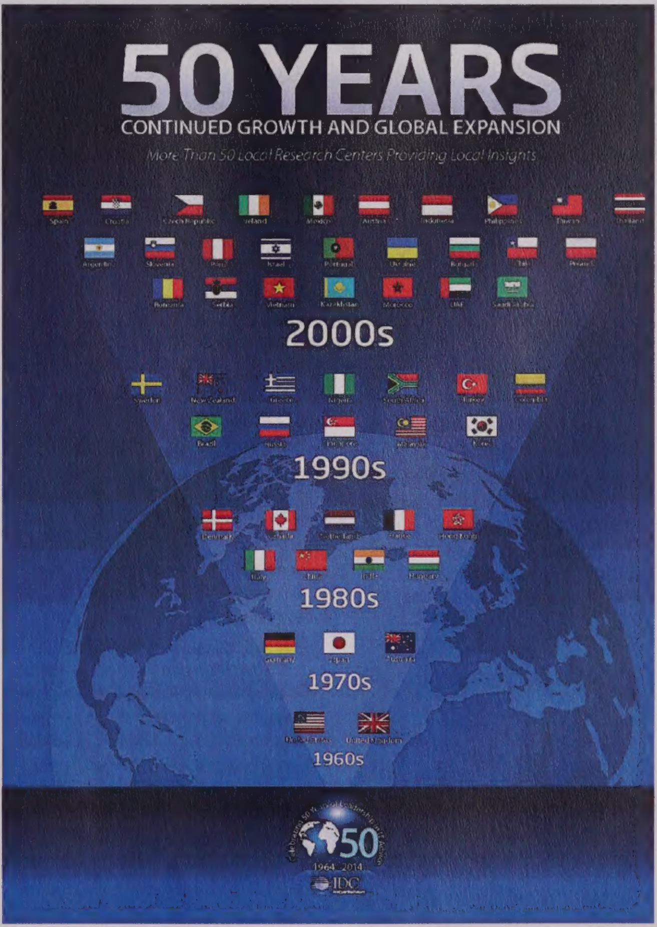
Interactive art showcases 50 years of achievement

One on One: IDC Group VP Worldwide Marketing Christina Kearney

Senior IDC executives reflect on 50th anniversary

IDG Chairman Pat McGovern talks about IDC's birth

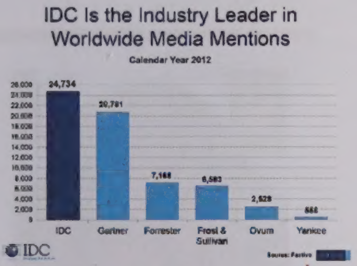
Test your IDC IQ with this trivia challenge


50 YEARS
CONTINUED GROWTH AND GLOBAL EXPANSION
More Than 50 Local Research Centers Providing Local Insights
2000s
1990s
1980s
1970s
1960s
50
1964-2014
IDC

From its humble beginnings in Newton, Mass., with a single employee, IDC has expanded to 1,100 analysts working in more than 50 countries around the globe.

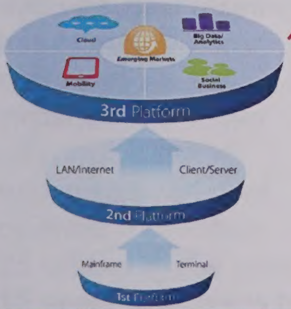
# Interactive collage showcases 50 years of IDC achievement

On Wednesday, Feb. 26, staff at IDC's Framingham, Mass., headquarters will gather in the building's lobby for the official unveiling of a piece of 3D art that highlights milestones in the company's first 50 years and points to where the company is heading in the future. In the meantime, an interactive image of the artwork is available on IDC's 50th anniversary microsite on IDC.com. Clicking on any one of the more than 100 images will cause that image to enlarge and accompanying text explains what the viewer is looking at. Below are a few samples, but be sure to check out the graphic online.



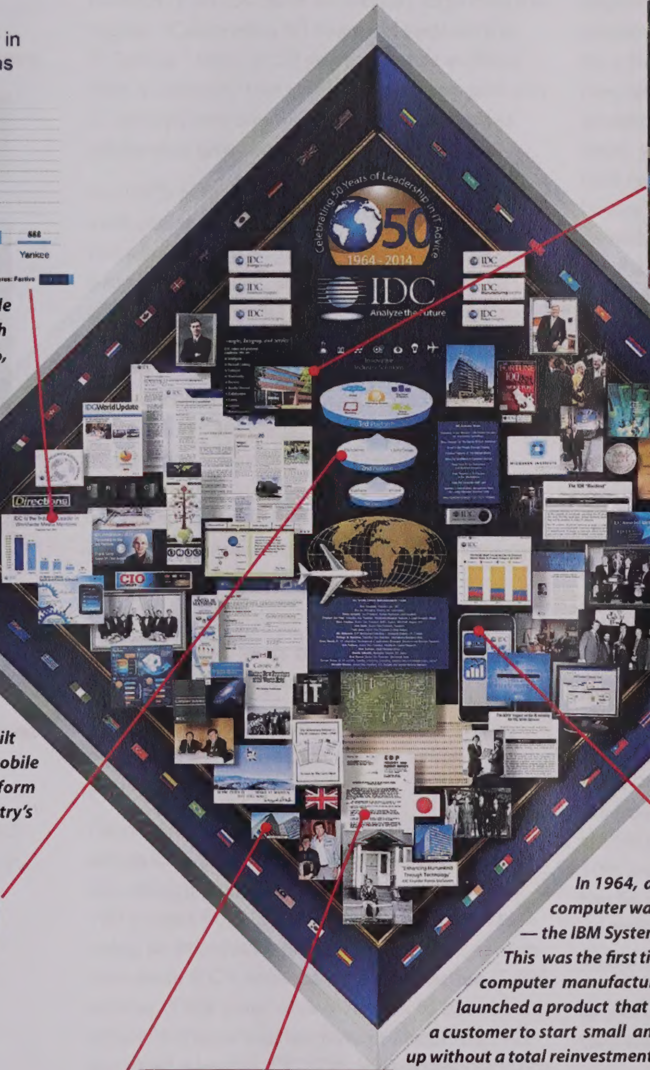
*IDC is the industry leader in worldwide media mentions. Year-on-year growth from January to July 2013 was 49.5%, which is drastically higher than that of any of IDC's competitors. This number is driven by media mentions outside the United States, which is a reflection of IDC's global footprint.*

*The IT industry is now in the midst of a massive structural shift — from the PC and client/server-based 2nd Platform of technology growth and innovation to the 3rd Platform — built on a foundation of big data, cloud, mobile and social technologies. The 3rd Platform will drive nearly 100% of the IT industry's growth from 2014 through 2020.*


Cloud
Big Data/Analytics
Emerging Markets
Mobility
Social Business
3rd Platform
LAN/Internet
Client/Server
2nd Platform
Mainframe
Terminal
1st Platform

Founded 1968

*IDC established an office in the U.K. in 1968.*

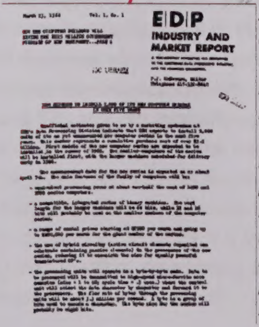

Celebrating 50 Years of Leadership in IT Advice
50
1964–2014
IDC
Analyze the Future

*IDC moved to its corporate headquarters in Framingham, Mass., in 1981. This is just one of the 54 offices IDC now has around the world, represented by the flags that border the collage. Close to 200 IDC employees are located at this office, and another 88 work in a second building next door.*

*IDC has invested in multiple digital enhancements to help clients search and access their content anywhere and from any device with the best user experience possible. These enhancements include two apps (the IDC Research Reader and IDC Tracker Charts); m.idc.com, a newly launched website that is optimized for smart-phones; state-of-the-art search; and IDC alerts available through IDC.com.*

IDC
IDC
analysis
prediction
direction
The ASPs' Impact on the IT ... An IDC-Wide Opinion

*In 1964, a new computer was born — the IBM System/360. This was the first time a computer manufacturer launched a product that allowed a customer to start small and build up without a total reinvestment in software and peripherals each time one computer was wheeled out and another wheeled in. For more than 200 executives in the 10-year-old computer industry, however, the news was not a surprise. Two weeks earlier they had been alerted in the inaugural issue of a newsletter published out of Newton, Mass., by a start-up called International Data Corp., founded by Patrick J. McGovern. Called EDP Industry and Market Report, it was published on a gray sheet of paper and soon nicknamed "The Gray Sheet."*



E|D|P
INDUSTRY AND MARKET REPORT

# OneonOne

## Christina Kearney

*IDC*

***The group vice president worldwide marketing, product management and client service is this week's columnist. Reach her at ckearney@idc.com.***

> "As the market has evolved, IDC has also evolved. Our research has expanded, our customer set has expanded, and our offerings have expanded. IDC has opened more than 25 offices in the past 15 years with plans to open even more as the emerging markets expand."

**Q As IDC celebrates its 50th anniversary, what kinds of marketing activities are planned?**

A We started planning for IDC's 50th anniversary over a year ago. Many activities took several months of development, so it's great that we had an early start! We initiated efforts with the creation of an IDC 50th anniversary logo with the tagline "Celebrating 50 Years of Leadership in IT Advice." Over its 50 years, IDC has evolved from a company that started out serving primarily IT vendors into one that also serves and gives advice to a growing client base of IT buyers.

For IDC's 50th anniversary messaging and associated activities, our aim was to honor IDC's past but also to focus on IDC's future. We developed a series of four new primary content assets in different formats that are being used globally by our IDC colleagues to achieve this goal. First, a new thought leadership video (3 1/2 minutes) highlights IDC's history, the evolution of the IDC-coined "3rd Platform" and IDC's leadership in analyzing future technology and market opportunities. We will use this video globally at the hundreds of events and conferences we produce during 2014, reaching thousands of technology vendors and end users.

Second, we created an infographic (see p. 1) depicting IDC's 50 years of global expansion. Today IDC has offices in 54 countries.

Third, IDC's 50th anniversary e-book provides highlights from IDC's past, as well as some IDC predictions about the future.

Fourth, we collaborated with several colleagues across IDC and IDG in the creation of a piece of 3D interactive artwork that includes more than 100 images from IDC's archives. In addition to being an impressive physical piece of art to commemorate IDC's anniversary, an interactive digital version of the piece allows viewers to click on the different images and learn more about IDC. We launched a special IDC 50th anniversary microsite on idc.com that features all of these assets. We shared the news about IDC's special milestone in a customer communication with the launch of the site, and IDC analysts globally used their social media channels to spread the news as well. I want to give a very special thank you to **Jonathan Guloyan**, IDC vice president of marketing and lead development, for the tremendous effort he put into leading, developing and collaborating on all of the above efforts.

**Q What messages are you incorporating about IDC's 3rd Platform research?**

A The 3rd Platform refers to the IT industry's evolution to a new era of growth that is being fueled by four pillars of transformation — Cloud, Big Data/Analytics, Mobility and Social Business — which are coming together in unprecedented ways to create entirely new business and consumer solutions. The innovative industry solutions born on the 3rd Platform as a result of these new technology mash-ups will totally reshape the landscape. With IDC's strong data and industry focus, we are uniquely positioned to deliver the best research and advice on the 3rd Platform and beyond. The 3rd Platform image you will see is carried throughout the content pieces, and the 3rd Platform story is a central element to IDC's 50th anniversary marketing and thought leadership initiatives overall. It says that IDC's longstanding leadership in analyzing, forecasting and guiding customers through uncertainty to opportunity is something they can depend on.

**Q What does this important 50th milestone say about IDC's future?**

A What's been great about preparing for, and now being in, IDC's 50th anniversary year is that it has unearthed a journey of re-discovery in many respects. It has helped to reinforce IDC's trusted brand and also to communicate that as the market has evolved, IDC has also evolved. Our research has expanded, our customer set has expanded and our offerings have expanded. In addition, IDC has opened more than 25 offices in the past 15 years with plans to open even more offices as the emerging markets expand. IDC's 50th anniversary says that still greater opportunities lie ahead, for our customers and for us, when we think about the next several, exciting decades of technology and industry innovation.

**Q How long have IDC's other major competitors been in business?**

A Of our major competitors, we are proud to say that IDC, founded in 1964, is the most experienced in the technology market intelligence business. IDC also has more research analysts (1,100 globally) compared to our major competitors. Gartner, founded in 1979, has approximately 800 analysts. Forrester Research, founded in 1983, has 442 analysts. We also take great pride in the fact that we are the most-quoted technology market intelligence firm, garnering more press

*continued on page 8*

# IDC's founder reflects on the company's launch

*IDG World Update invited IDG Chairman and Founder* ***Pat McGovern*** *to share the story of IDC's launch 50 years ago this week.*

In 1963, I was an editor of *Computers and Automation* magazine, which was well-read and respected by executives in the computer industry.

*IDG Chairman and Founder* ***Pat McGovern*** *sits in front of the "Gray House," in Newton, Mass., where IDC got its start in 1964.*

In November 1963, I attended a computer equipment exposition in New York, and the next day I had an interview with the EVP of Univac, Dr. Lou Nofrey. I mentioned that I talked to the personnel of computer companies exhibiting at the trade show, and although they were very proud of the engineering innovation in their products, when I asked them what market the products were intended for, they gave me a blank stare.

Lou Nofrey said, "Pat, you've got it right! The problem with our industry is that we are not in touch with the needs of our potential customers, and since IBM holds 70% of the market, our customer base is too small from which to extrapolate total market needs."

I said I knew there were about 20,000 mainframe computers installed at that time, and I could conduct a market research survey to ask the biggest banks, insurance companies, manufacturing companies, energy companies, etc. what type of computers they had installed, how they were using them and what computers they had on order.

> "When I went to set up a bank account for IDC, I was told I couldn't use any of the customers' deposits as capital since they were subject to return if the research project wasn't fulfilled. So, I sold my car for $5,000 and that became the founding capital of IDC!"
>
> *Pat McGovern*

Nofrey got quite excited about the potential benefits of the results of such a survey and asked me how much it would cost to put it together. I told him that I estimated the cost would be about $40,000. He said no one of importance in his organization would trust information that was so cheap! Raise the price to $80,000 he said, and they will assume it has the accuracy and comprehensiveness to be very useful.

I thought to myself, "Wow, what a business insight, the higher the price the more people trust the data and the more useful it is." I took the midnight train back from New York to Boston and put the terms relevant to the research business that I wanted to start on index cards. I sorted the index cards, and the first three cards came out as "International Data Corporation." To my amazement, the name was still available to be registered in Massachusetts. I sent out proposals for the research project to 14 companies, and eight signed up with a deposit for 50% of the cost of the research project. When I went to set up a bank account for IDC, I was told I couldn't use any of the customers' deposits as capital since they were subject to return if the research project wasn't fulfilled. So, I sold my car for $5,000 and that became the founding capital of IDC!

We completed the "Computer Installation Data File" project on time, and all the clients renewed their subscription to what was then an annual research project. And, that "Computer Installation Data File" proved an invaluable resource when we launched Computerworld for the managers of computer centers three years later. ■

## IDC Fast Facts

- 1,100 analysts covering trends in more than 110 countries
- 4,700 published reports annually
- More than 36,000 client interactions in 2012
- 117,000 followers on Twitter
- 24,734 worldwide media mentions in 2012
- 49% of IDC analysts are located in emerging markets

# IDC's longest-serving employee looks back

*IDG World Update asked **Terri Bergstrom**, IDC group VP, Enterprise Custom Solutions, to share some thoughts about building her career at IDC.*

***Terri Bergstrom,*** *who began her IDC career while still in high school, will celebrate her 38th year of service to IDC this year.*

**WU: When and in what capacity did you join IDC?**
TB: I was recruited to IDC in June 1976 by the IDC corporate librarian, who contacted my 11th grade teacher asking if she knew any bright students who would be interested in working part-time after school. Luckily, I was the student she recommended. I went to the impressive glass-fronted building at 214 Third Ave., right off Rte 128 (known as the Technology Highway) in Waltham, Mass., for an interview, was awarded the position and began working the next day.

On my first day of work, I knew this was a good fit for me. My responsibilities included researching computer technology companies by gathering annual reports, Form 10-Ks, press releases and, most importantly, developing relationships to gain precious access to the senior executives running these new technology companies. A funny moment from my very early days happened one morning in the library when one of the big, black file cabinets fell over and broke a glass wall. It was **Pat McGovern** who ran to my rescue, helped me lift up the cabinet and clean up the area before any clients arrived. He was always available to lend a hand, assist me in greeting new customers and review any new materials I had obtained for the library.

**WU: How did your career at IDC evolve?**
TB: After six enjoyable years of part-time work in the library, I graduated from Bentley College and moved to the sales side of the business. I followed Pat's lead and began selling our first product line — the IDC Data Files — which were computer printouts of computer installations, providing a valuable tool for vendors to sell their peripheral devices (printers, terminals, etc.) In the early 1980s I saw an opportunity to expand my customer base and relocated to Silicon Valley to personally reach out to those vendors and let them know how these Data Files could increase their revenues by quickly identifying specific products they could sell to these companies.

Now, fast forward to 2014 and the goal remains the same: helping companies to increase their revenues by selling IDC consulting/custom research services to provide customers with the right data set and strategic guidance needed to succeed, which I have been doing for the past few decades.

**WU: What do you enjoy most about your job?**
TB: No two days are ever the same. From the first day I walked into the library in 1976 and sat down with Pat, who explained his vision for growing IDC to last week when I helped the general manager of a new U.S. operation position his company for success using IDC data, it's always been very rewarding.

**WU: What convinced you to build your career at IDC?**
TB: Easy question to answer, it was Pat McGovern who had the insight to develop these cutting-edge products for me and my colleagues to sell and continues to encourage my enthusiasm to achieve great things.

**WU: What sets IDC apart from its competitors?**
TB: Two things come to mind: 1. IDC has always had a "customer-centric" focus, and **Kirk Campbell** as our CEO continues that long-standing tradition with success. 2. IDC data. No one in the industry can argue with the fact that our recommendations are based on industry knowledge plus actual data we collect from the field. No competitor can stake that claim as strongly as IDC.

**WU: Any particular fond memories that come to mind?**
TB: Many, beginning with the time I spent working in the library getting to know Pat and all the IDC presidents on a personal level. My 10th anniversary luncheon with Pat when we spent a delightful afternoon at the original Ritz-Carlton restaurant in Boston discussing how we could improve IDC's products and services over the next century, continuing to present day conversations with Pat, [former IDC president] Walter Boyd and Kirk Campbell, to name a few. And, of course, my 20th anniversary trip to Australia!

**WU: What does IDC's 50th anniversary mean to you?**
TB: Validating, what I knew 37 years ago when I walked into the IDC library on my first day of work, that Pat had the right mix for success and under his leadership, I would find my own personal success. ■

# IDC senior executives reflect on 50 years and what's ahead for IDC

*IDG World Update asked senior IDC managers what IDC's 50th anniversary milestone means to them.*

**Campbell**

IDC's 50th anniversary makes me think back to the very beginning of International Data Corporation when **Pat McGovern** published the first issue of the EDP Industry & Market Report with an accurate prediction about the launch of IBM's 360 mainframe computer and with remarkable insights about its impact on the nascent computer industry. Ever since, IDC has been famous for its technology market forecasts and insights. It is amazing to think that IDC today has 1,100 research analysts in over 50 countries around the world covering every aspect of the technology landscape. IDC has unlimited opportunities ahead of us as we head into the next 50 years!

*— Kirk Campbell, president and CEO, IDC*

**de Marcillac**

IDC's 50th is a significant achievement. IDC was quick to move across international markets, and in many places IDC has been a driving force in the IT industry from the very early days.

*— Philippe de Marcillac, executive vice president, International Business Units*

**Del Prete**

Over the past 25 years, I have seen IDC evolve but also stay true to its roots of researching and consulting to worldwide technology leaders on how IT enables society and business. I am so proud of all IDC's employees on our 50th anniversary and look forward to our company continuing to be the most relevant voice at the center of technology innovation.

*— Crawford Del Prete, Executive VP, Worldwide Research Products & Chief Research Officer*

The era in which IDC produced its first report about an IBM computer was the general time in which the first computer mouse was conceived, the push-button phone was introduced and Internet came to life as ARPAnet. Today these advancements have contributed to a mobile workforce that is able to work 24/7 in an environment supported by Cloud, Big Data and Social Analytics. The speed at which new technologies are invented and introduced to the world population today is unimaginable back then; yet IDC has been in step with reporting the latest trends all along the way. It makes me proud to be part of this organization that had the foresight to stay abreast of how technology impacts us both from a commercial and personal perspective. May there be more exciting times ahead!

**Au**

*— Eva Au, managing director, IDC Asia/Pacific*

IDC's 50th anniversary means we have continued to evolve in an industry that changes faster than a six-month-old changes diapers. It's a testament to our leadership team and their focus on understanding client needs and building high-value solutions.

*— Steve Fontaine, Group VP/General Manager, IDC Custom Solutions*

**Mehta**

IDC's successful completion of 50 years as a market leader in the IT research and advisory space is a remarkable achievement. In an industry which evolves as fast as IT, and where companies churn at high speed, IDC has been a lighthouse in stormy seas since 1964. I take great pride in the fact that our superior market intelligence, top-class advice and customer-centric model continues to resonate with business leaders across the global technology ecosystem and helps them to build successful businesses every day. It is a rock-solid foundation on which our great people will continue to drive future success for the organization.

*— Jaideep Mehta, country manager, IDC India*

**Lalchandani**

IDC's 50th anniversary is indeed a special moment for us. Over the past 18 years, I have received countless positive comments about the role IDC has played in the industry — from assisting our clients (with integrity) in better understanding trends in the marketplace, to enabling governments, policy makers and other stakeholders in ICT industry development strategies.

*— Jyoti Lalchandani, Group Vice President & Regional MD, IDC Middle East, Turkey & Africa*

*continued on page 7*

*continued from page 6*

# Reflections

**Turner**

The 50th anniversary confirms to me that there is nobody else in the ICT research industry who can truly say that they have seen every modern day technology cycle. This legacy allows us to better advise the new generation of customers who are creating the next industrial revolution using innovation in ICT as a major catalyst.

*— Vernon Turner, Senior VP/ General Manager, Mobility, Consumer, Enterprise, Telecom, Network, Infrastructure, IoT*

**Takeuchi**

' A company at 50 years old submits to Heaven's will,' as the Japanese proverb goes. IDC's 50th anniversary means it is time to change; it's time to innovate IDC's business to follow customers' expectations. IDC has a noble mission to support IT vendors by providing insightful analysis, so we should implement a new thought leadership business by adapting 3rd Platform with providing Market Intelligence consultancy for the growth in next 50 years.

*— Masato Takeuchi, president, IDC Japan*

**Parker**

I think our reaching the 50-year milestone is testament to the resiliency of an organization that values its customers first and foremost. Since my first day nearly 10 years ago, I have been impressed at how the customer's best interests have guided our strategy, our approach to research and the day-to-day decisions that must be addressed. A simple, but sustainable and winning formula.

*— Bob Parker, group VP and General Manager, IDC Retail and Energy Insights*

**Morris**

IDC is celebrating its 50th anniversary of its founding by Pat McGovern — the first firm established to research the market for technology. Over the years, Pat's vision to invest in talent around the world has proven out in IDC's capability to see the technology from a global as well as a local perspective, creating an exciting and challenging environment in which to work. As manager of worldwide software, services, and marketing advisory research, I am proud to lead a team of dedicated analysts who continue to find innovative ways to predict, measure and analyze ongoing shifts in the business of technology. And with the changes accompanying the shift to the 3rd Platform — cloud, Big Data and analytics, mobile, and social business — there is ample opportunity to continue to explore, discover, and report IDC findings on the direction of the tech industry for many years to come.

*— Henry Morris, senior VP, Worldwide Software and Services*

**Sailor**

To me IDC's 50th anniversary stands for legacy and credibility. In today's fast-moving, fast-changing world it's not easy to name many companies that have been around for half a century and that's even more true in emerging Asia where very few can claim such a long history. This helps us to open doors and to gain the trust and confidence needed to establish ourselves with business partners wherever we decide to go. We are very proud of this anniversary and will be sharing the news across the region throughout 2014.

*— Jim Sailor, general manager, IDC ASEAN*

Fifty years of IDC means two decades in Latin America. During that time, IDC's team has grown to more than 100 in-country analysts. It has become the required reference and the voice of the industry in countries like Brazil, Colombia, Chile and Mexico long before they gained prominence in the global economic scene. Having been witness to this 'first in the country' evolution and being able to explain the strengths of our footprint and experience to any customer makes me feel proud.

*— Ricardo Villate, group VP, Latin America*

### ¡Hola!

*Senior IDC managers from the Americas convening at the IDC Mexico offices in Mexico City recently for a Management Council Meeting found time for a photo op. Front row, left to right:* ***Jay Gumbiner****, VP Research, Latin America (Miami);* ***Ana Lico****, controller, Latin America (Brazil);* ***Mena Cherta****, VP Sales, Latin America (Miami);* ***Natalia Vega****, country manager, Chile; and* ***Alejandro Florean****, VP Consulting, Latin America (Miami). Back row:* ***Federico Amprimo****, Director, IMP and Sales Advisory Latin America (Peru);* ***Denis Arcieri,*** *country manager Brazil;* ***Ricardo Villate****, Group VP, Latin America (Miami);* ***Mark Sullivan****, IDC CFO;* ***Eric Prothero****, SVP, Worldwide Tracker Research;* ***Philippe de Marcillac,*** *executive VP, International Business Units; and* ***Edgar Fierro****, country manager and VP, IDC Mexico.*

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**50**
***Pat McGovern*** *IDG*

**24**
***Thomas Wilms*** *IDG Germany*
***Patricia Smith*** *IDG International Publishing Services*

**23**
***Reinhard Prasse*** *IDG Germany*

**22**
***Anders Lotsson*** *IDG Sweden*

**20**
***Hansjörg Honegger*** *IDG Switzerland*

**18**
***Thomas Clöer*** *IDG Germany*

**17**
***Christine Jarmul*** *IDC*

**16**
***Bronwen Cleary*** *IDC*

**14**
***Rick Val*** *IDG Netherlands*
***Lina Vikman*** *IDG Sweden*
***Jesper Landén*** *IDG Sweden*
***Kevin Capalbo*** *IDC*

**13**
***Sabine Anegg*** *IDG Germany*
***Sandra Harrington*** *IDC*

**10**
***Anna Ekström*** *IDG Sweden*

**9**
***Edite Lopes da Silveira*** *IDC Brazil*
***Katja Staffetius*** *IDG Germany*

**8**
***Diana Gill*** *IDC U.K.*
***Peter Holzinger*** *IDG Germany*
***Sebastian Wörle*** *IDG Germany*
***Dave Gradijan*** *IDG Digital Solutions Group*

**7**
***Brad McBride*** *IT World Canada*
***Dave Webb*** *IT World Canada*
***Howard Solomon*** *IT World Canada*
***Paolo Del Nibleto*** *IT World Canada*
***Penny Giannotis*** *IT World Canada*
***Jean Francois Ferland*** *IT World Canada*
***Elko Furumoto*** *IDC Japan*

**6**
***Ludwik Krakowiak*** *IDG Poland*
***Michael Hermann*** *IDG Switzerland*
***Ricardo Souza*** *Now! Digital Business*

**5**
***Diego Valer*** *IDC Peru*
***Rodrigo Pedro*** *Now! Digital Business*

**4**
***Leonardo Bueno Munin*** *IDC Brazil*
***Marcin Kitlas*** *IDG Poland*
***Yong Park*** *IDG Korea*
***Angelica Lundin*** *IDG Sweden*
***Jon Kabrud*** *IDC*
***Abbey Weintraub*** *IDG Enterprise*

**3**
***Kim van Arendonk*** *IDG Netherlands*
***Thais de Lima Melo*** *IDC Brazil*
***Jenny Park*** *IDG Korea*
***Briony Rowe*** *IDG Global Solutions U.K.*
***Hannes Weber*** *IDG Switzerland*
***David McNally*** *IDC*
***Brooke Giroux*** *IDG Digital Solutions Group*
***Mike Gormley*** *IDG Enterprise*

**2**
***Tim Tang*** *IDC Canada*
***Chris Martin*** *IDG U.K.*
***Glenn Coombe*** *IDG Global Solutions U.K.*
***Tomas Norrman*** *IDG Sweden*
***Thomas Rotter*** *IDG Germany*
***Franziska Pfaffenberger*** *IDG Germany*

**1**
***Robert van Loon*** *IDG Netherlands*
***Concepción Martinez*** *IDC Mexico*
***Martin Veitch*** *IDG Connect International*
***Joanna Taavela*** *IDG Sweden*
***Philipp Elsner*** *IDG Germany*
***Claudia Jeck*** *IDG Germany*
***Brandon Mahne*** *IDG Consumer & SMB*

## IDC trivia answers from page 9

1. 54 2. Cyberspace 3. Hockey Hall of Fame 4. Connectivity 5. 1985 Pat McGovern 6. CIO Executive Council 7. GRAC 8. Commercial Insights 9. 159 10. 1968 11. 1972 12. Seven 13. The Gray Sheet 14. $72,436.97 15. Ford station wagon 16. 1981 17. 1,100 18. 49% 19. More than 50% 20. Google

# noteworthy

## New employees

**Jacqueline Perez** joins **IDC Mexico** as a consultant. She earned a B.S. in computer science from Tecnológico de Monterrey in Mexico City and enjoys reading, playing the cello and independent films. jperez@idc.com

*Perez*

**IDC Brazil** has hired **Renato Rosa** as a senior analyst, IT Services. He holds a B.A. in digital game design from Universidade Cruziero do Sul in São Paulo and is currently working toward an MBA specializing in corporate governance in IT operations management from Centro Universitário Fundação Santo André in Sao Paulo. In his free time he enjoys playing the piano and traveling with his family. rrosa@idc.com

**Siera Tamihardja** joins **IDC Indonesia**'s Jakarta office as an account executive. She previously worked at Lucid Public Relations in Los Angeles and holds a B.A. from the University of Southern California's Annenberg School of Communication and Journalism. Away from the office she enjoys reading, travel, food and music. stamihardja@idc.com

Previously in marketing and event management in the U.K., **Catherine Davenport** joins **IDC New Zealand** as an event and administrative coordinator responsible for event administration and planning along with finance support and travel coordination. A graduate of the U.K.'s Sheffield Hallam University, she holds a B.S. in event management. Away from the office she enjoys tennis and swimming and creating murder mystery parties. cdavenport@idc.com

*Send information about new employees, promotions and transfers to world_update@idg.com.*

*continued from page 3*

## One on one

quotes in calendar year 2013 than these two competitors combined.

**Q In addition to the 50th, what other major areas is the IDC marketing team focused on for 2014?**

A The team is focused on five key strategic themes: Brand, Customer Acquisition, Customer Experience, Content Distribution and Product Development. These are cross-functional themes that the team is leading major programs and efforts around to grow revenue and improve the customer perspective.

With brand, it's about strengthening and building the IDC brand. As I mentioned earlier, a lot of the 50th anniversary efforts have helped promote IDC's thought leadership. We also have a big focus on building the brand with our IT buyer customers. In the customer acquisition theme, we are focused on improving lead qualification and sales pipeline prioritization. For customer experience, we want to improve the quality and effectiveness of our customer touch points. Making IDC content more visible in the market is the objective for the content distribution theme. And finally in product development, our goal is to accelerate time to market with new offerings.

Of course, we are also very focused on having a very successful IDC Directions event next month in the U.S.— our 49th one! ■

# Test your IDC IQ

*How well do you know the old and the new of IDC? Take this trivia challenge and find out! Answers are on page 8.*

**1. How many offices does IDC have worldwide?**
45 54 63 72

**2. Where did IDC Australia and IDC New Zealand hold their joint annual Directions conference in 2009?**
Sydney Opera House
Cyberspace
Auckland War Memorial Museum
IDG Australia office

**3. Where did IDC Canada hold its Directions conference in 2010?**
The Hockey Hall of Fame in Toronto
Canada Olympic Park in Calgary
Scotiabank Convention Center at Niagara Falls

**4. Which of the following is not one of IDC's Four Pillars?**
Mobility Cloud Social Business
Connectivity Big Data/Analytics

**5. IDC's annual Peacock Awards recognize exceptional research quality. When were the awards founded and by whom?**
1985, IDG Chairman Pat McGovern
1995, IDG Board of Directors
1990, IDC President & CEO Kirk Campbell

**6. IDC teamed up with which IDG business to create the IDC Executive Program in 2010?**
IDG Enterprise
IDG World Expo
IDG Research Services
CIO Executive Council

**7. What is IDC's annual invitation-only customer event called?**
Global Research Advisory Council
Worldwide Customer Council
International Advisory Council

**8. Which one of the following is not a vertical-market IDC Insights business line?**
Energy Insights
Commercial Insights
Financial Insights
Government Insights
Health Insights
Manufacturing Insights
Retail Insights

**9. How many IDC analysts can you follow on Twitter?**
159 110 356 274

**10. When was the lease signed for the first European office?**
1966 1968 1970 1971

**11. When was the lease signed for the first Asia/Pacific office?**
1969 1970 1972 1975

**12. How many presidents has IDC had?**
Five Six Seven Eight

**13. What was the nickname of the first document created?**
The Gray Sheet
The Black Book
IT Report
Tech Roundup

**14. According to IDC's first annual report, revenues for the company's first year of operation were:**
$24,976.25
$72,436.97
$139,213.45

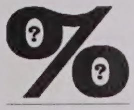
**15. What kind of car did Pat McGovern sell to raise money to launch IDC?**
Volkswagen Beetle
Ford station wagon
Chrysler Imperial

**16. What year did IDC move to Framingham, Mass.?**
1965 1972 1981 1989

**17. How many analysts does IDC have around the world?**
1,000 1,050 1,075 1,100

**18. What percentage of IDC analysts are now located in emerging markets?**
30% 35% 45% 49%

**19. What percentage of Fortune 1000 companies use IDC tools to make IT purchase decisions?**
Approximately 25%
Just under 40%
More than 50%
75%



**20. IDC just launched its first Company Watch research service. What company does it focus on?**
Amazon
Facebook
Google
LinkedIn

# celebrating20

## Eric Prothero

*SVP, Worldwide Tracker Research*

*IDC*

*Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDC SVP, Worldwide Tracker Research Eric Prothero and his family traveled through Europe in 2013.*

**Joined IDC** January 1993.

**Career path** I joined IDC as the first analyst in the Latin America group. In my 15 years in the Latin America group I was an analyst for varied technologies, before leading the research group, then the consulting group, and, ultimately, the region for a number of years. A little over five years ago, I moved to my current role as Senior Vice President, Worldwide Tracker Research.

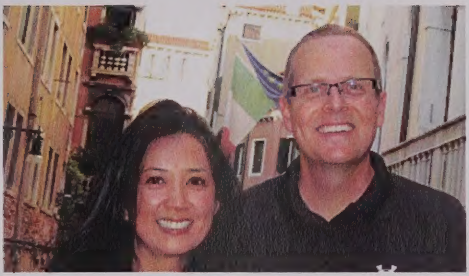
**Why I chose this trip** Every summer my wife, Suely, and I take our two sons, Richard (13) and Nicolas (10), on a trip to explore a new part of the world. The boys had not been to Europe, and we thought it would be a great opportunity to see it with them.

**Trip highlights** Choosing where to go was not easy, but we decided to show the boys London, Paris and Venice. We started our trip in London and spent five days enjoying everything from the London Eye to the Changing of the Guard. Exploring Leeds Castle was a great day trip where we burned off a lot of energy.

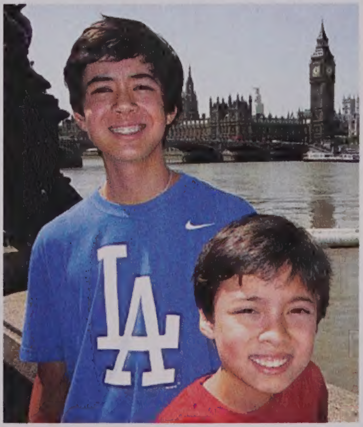
Highlights in Paris were the Eiffel Tower, Rodin's "The Thinker," and, of course, a day at Disneyworld! For the boys, the highlight of Paris (and I would highly recommend it for families) was a private tour we took through the Louvre by Paris Muse. Designed for kids, it was a treasure hunt through the museum that ended in a quick French lesson for the boys. A great fun way to learn that the Louvre is more than the Mona Lisa.

Then it was off to Venice in an overnight train. Although the air conditioner was broken in the train it was still the highlight of the trip for Nicolas, who loved playing with his iPad in the upper bunk. Venice was fantastic, and we hit it during Festa del Redentore, celebrating the end of the Plague in 1576, which made it even more festive. Venice was the "best city of the trip" for Richard who thought the endless waterways that we explored on water taxi were incredible. Although my wife and I would have liked to explore the stores a bit more we did have time to get a few souvenirs and compare lots of types of gelato. Luckily, Nicolas stopped me from spending nearly $3,000 on a set of Murano birds!

We really had an unforgettable trip together exploring Europe. Thanks so much to IDG and IDC for making it possible!



*(Top) Eric Prothero and his wife Suely in a Venice side street. (Middle) Leeds Castle in Kent, England. (Bottom) Venice from the Prothero's hotel room. (Below) Richard and Nicolas on the River Thames.*



## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Terri Bergstrom** *IDC*
**Jon Guloyan** *IDC*
**Christina Kearney** *IDC*
**Pat McGovern** *IDG*
**Eric Prothero** *IDC*
. . . and all the IDC executives who shared their thoughts.

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

17 FEBRUARY 2014 | VOLUME 44, NUMBER 7 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

## Future Skills Initiative aims to keep U.S. journalists up on trends

*A task force composed of staff from IDG Enterprise and IDG Consumer & SMB are organizing a series of customized training sessions that aim to ensure editorial staff keep up with technology and media trends.*

**SEE MORE ON PAGE 5**

## Also inside

IDG Sweden's launches secure tip line for readers

Rave reviews for CIO Sweden's annual CIO Trend

One on One: IDG World Expo's Marci Yamaguchi Hughes

IDG Germany's SCORE initiative offers clients enhanced leads

*IGS U.K. staff rallies behind Charity Fundraising Team supporting a series of ongoing events.*

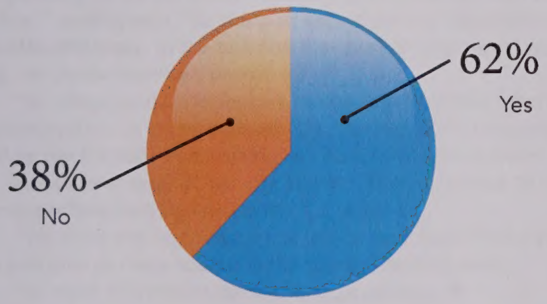
**SEE MORE ON PAGE 6**

*Unsung Hero: IDC Latin America Senior Regional Analyst David Ayvar is this week's nominee.*

**SEE MORE ON PAGE 8**

## Question of the week results

Did you watch all or part of the Olympics opening ceremony?



**Log on to www.idgcentral.com to vote on this week's question:**

Did you do anything special for Valentine's Day?

CLICK HERE

## Photo of the Day

*IDG Enterprise SVP/Publisher Sean Weglage accepted a client's dare to attend a media day in costume; he's pictured here with several PC Connection staff members. Assisting that day were IDGE sales elves Brett Ferry, Michael Latchford, Mike McGoldrick, Chris Rogers, John Vulopas and Brian Keenan. "The client loved it, and they're planning to spend even more money with us," Weglage said. See more Photos of the Day here.*

## Computer Sweden creates secure option for readers to share tips

Developer **Stanislav Khromov** (left) and Computer Sweden News Editor **Marcus Jerräng**.

In recent years, prompted by Wikileaks and the surveillance debate, more and more media companies have begun offering their readers a tip line that is more secure than e-mail. One such example is The New Yorker, which uses a solution developed by the late hacker and activist Aaron Swartz called Strongbox.

In Sweden, Swedish public radio was the first media outlet to offer such a service, Radioleaks, explained **Marcus Jerräng**, news editor, Computer Sweden. "And now, almost every big media house has followed suit, to the point where — we assume — leakers and whistle blowers demand the ability to use such a service to preserve their anonymity when sharing tips with the press."

ComputerSweden
Tips

Computer Sweden has a long tradition of investigative journalism, "and we want sources in the IT industry to turn to us and not our competitors, so we felt it was necessary to develop our own secure tip line," Jerräng said. "So this past fall we put our star developer, **Stanislav Khromov**, to the task and the result is Computer Sweden Tips, which was launched on Feb 13.

"By using our tip line, leakers can be sure that their information is transferred to us encrypted with SSL. We also don't keep any logs, so they can feel safe that nothing can be traced back to them."

For an extra layer of security, tipsters can also choose to visit Computer Sweden's tip line via the Tor network.

"We think that our new tip line will be very useful in our journalism and give us many scoops in the future," Jerräng said.

For more information contact Marcus Jerräng. ■

### Customize your IDG Central password

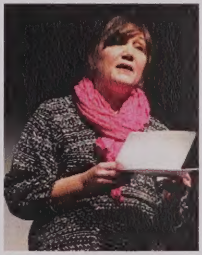
Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

## Results of annual spending report anchors IDG Sweden's CIO Trend

CIO Editor-in-chief and emcee **Alexandra Heymowska** (left) moderated a panel discussion with the five finalists of the CIO of the Year awards program.

A more tightly focused agenda on IT trends, challenges and strategies, opportunities for small-group discussions and networking, as well as a conveniently located new hotel conference facility in Stockholm resulted in rave reviews for CIO Sweden's annual CIO Trend on Feb. 5.

The event, supported by six sponsors, drew 125 CIOs and featured a panel discussion with the five finalists of the CIO of the Year awards program in December 2013. Another popular session was a workshop with two analysts from the international consulting firm Kairos Future on how to become a trend spotter.



**Heymowska**

CIO Editor-in-chief and emcee **Alexandra Heymowska** outlined highlights from the CIO Progress Report 2014. The annual "State of the CIO" report, produced since 2005, is based on a CIO Sweden-sponsored survey in which the country's most important decision makers reveal their IT budgets and sourcing strategies, investment plans for the year and which business areas will have highest priority.

A record number of respondents — 230 — participated in the survey this year, with 150 answering all 80 questions — a 50% increase above average.

All attendees received a copy of the report, which is also a gift for new CIO Sweden subscribers and members of the CIO Executive Club. Club members attend CIO Trend at no cost; other guests paid an average of $300.

Write to CIO Sweden Marketing Manager Caroline Askheim. ■

### Webcast: Friedenberg's top priorities

View the webcast posted last week on IDG Central in which IDG Communications Worldwide CEO Michael Friedenberg discusses his five top priorities — all centered around growth — for IDG Communications in the coming months and three areas on which he thinks all employees should focus.

# OneonOne

## Marci Yamaguchi Hughes

*GamePro Custom Solutions*

***The president of IDG World Expo's GamePro Custom Solutions is this week's columnist. Reach her at marci@gamepro.com.***

"We were among the first companies to use responsive design, which we launched on the E3 website two years ago. Because the E3 event is all about technology, it was perfect for that audience, although it might have been ahead of its time for other events."

**Q You were previously president of GamePro Media. What's involved in the transition from media to the events space?**

A While both spaces are so different, it has been a fun and efficient transition. Five of our largest projects for IDG World Expo — E3Expo.com, E3Insider.com, E3 College Competition, E3 Show Daily and the Game Marketing Summit (GMS) — also relate to the videogame industry, which means that I have the opportunity to continue to work with clients that I've had the pleasure of working with for the last two decades. These deep relationships in the videogame space have helped to leverage our business and make the transition seamless.

**Q What is your group's role within IDG World Expo? On which events do you focus and what custom publishing services and solutions do you provide for them?**

A We provide web design and development for eight sites: E3Expo.com and its College Competition site, MacworldiWorld.com and its sales and MacIT sites, DEWexpo.com and GameMarketingSummit.com. For E3Insider.com, we build the site annually and provide all content for this official E3 consumer-facing site. We bring many years of experience with consumer game publications and websites, so our team is a perfect fit to build consumer-facing content for E3. We build the site from the ground up each year, bringing in the most successful pieces of the last year's site while introducing new technologies and processes to E3Insider.com. I must give credit where it is due and say that without my fabulous colleagues, Lead Web Engineer **Christopher Lee** and our new teammate Web Developer **Tobias Meyer-Grunow**, none of this would be possible. Their design and web development expertise as well as their incredible work ethic inspire me.

We also write and publish the award-winning E3 Show Daily for each of the three days of E3. I also took on a very fun and challenging project a year and a half ago, producing the Game Marketing Summit with **Melissa Messier**, VP of marketing for IDG World Expo. We oversee the entire conference — content, sales, marketing, public relations, operations and the awards show.

**Q What web development services do you offer? Are those available to any IDG business unit?**

A See above, and yes! We would be thrilled to work with our friends at other IDG business units.

**Q Can you talk a bit about IDG World Expo's Game Marketing Summit and its importance in the gaming industry?**

A The Game Marketing Summit is the only conference and awards show in the U.S. that brings together leading marketing and brand executives in the interactive entertainment industry. It's a one-day event in April in San Francisco. Our Board of Governors comprises 16 of the most influential thought leaders in the video game industry. It's inspiring to work alongside them as they are truly committed to making this conference a place where marketers from our industry can learn strategies and gain the tools they need to succeed. The conference culminates with the Game Marketing Awards at the end of the day where the top creative work produced by and for the interactive game marketing community is showcased and honored. We are now also focusing on making GMS a community resource that attendees can access and engage with 365 days a year. This will include meet-ups in San Francisco and Los Angeles where many of the game publishers are located. We will also feature offerings on GameMarketingSummit.com that will serve as a resource; that is a work in progress.

**Q When you need some on-the-job inspiration, where do you turn?**

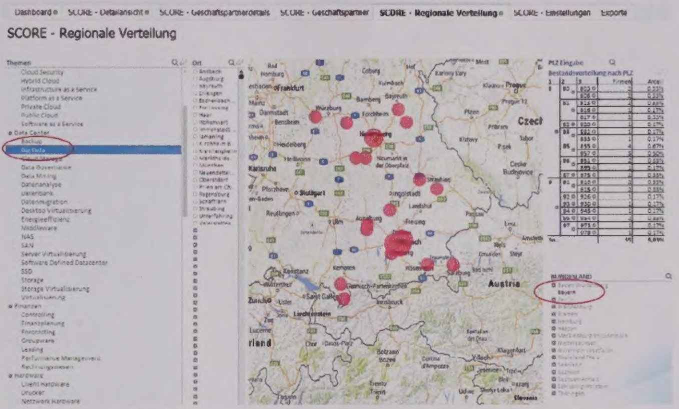
A I reach out to [IDG World Expo CEO] **Mary Dolaher**! Chris and Tobias thrive on finding the latest and most cutting-edge technologies to implement in our web development, and when they show me the latest in action it makes me so proud. We enjoy using the latest technologies in a manner that benefits our customers in a smart, efficient way. We were among the first companies to use responsive design, which we launched on the E3 website two years ago. Because the E3 event is all about technology, it was perfect for that audience, although it might have been ahead of its time for other events.

**Q What are some trends you are seeing in the gaming event market?**

A With E3 as the premier event for the game industry, newer game events are becoming more specialized, catering to particular groups of people in the industry or to particular game segments. Game Marketing Summit is a leader in this regard, initially having blazed the way for this type of event and now having become the most important event in the game industry for marketers. ■

# IDG Germany's SCORE initiative offers clients enhanced leads

## *Real-time tracking of registered user behavior on BtoB sites facilitates precision targeting*



***Information on this SCORE report shows the concentration of users in southern Germany who have demonstrated interest in big data-related content on IDG Germany's BtoB websites.***

In a new effort to enhance its lead generation business, IDG Germany recently launched SCORE, an initiative that provides clients with more highly qualified leads based on very detailed, real-time tracking of all user behavior on the company's BtoB websites.

According to Publishing Director **Michael Beilfuss**, SCORE, which was developed in-house by the IDG Germany development team, is designed to pull in information from, and build a bridge between, IDG Business Media's customer relationship management (CRM) system (i.e., the IT decision maker database with more than 500,000 qualified BtoB datasets) and its content management system (CMS). The new CMS features a keyword agent technology that builds out a semantic fingerprint for every content piece offered on the sites.

Beilfuss said he expects that SCORE will analyze — and score — more than 180 million touchpoints in 2014. "That's why we call SCORE 'big data for our clients' sales pipelines,'" he said. The knowledge gained from the profiling process can be used for clients that want to target users with built-to-fit content as well as direct marketing activities and lead gen campaigns.

***Beilfuss***

He offered this real-world example of how SCORE works. "Say you're a registered user and get one of our newsletters. Since you're evaluating cloud vendors for an upcoming investment for your enterprise, you read articles on this topic, download a white paper and attend a webcast. The system identifies — or scores — you as highly interested in cloud technologies and adds you to our respective audience cluster. Through an integrated marketing automation tool built as part of SCORE, you receive additional information on cloud technologies and vendors, which could be whitepapers from the vendor running the campaign with us as well as other independent editorial content. Your interest is further nurtured through multiple touchpoints, including email and telemarketing."

The first campaigns to use SCORE showed a substantially higher conversion rate — more than four times the norm — justifying a higher cost-per-lead rate for the SCORE campaigns.

Beilfuss said one benefit of SCORE for IDG is that its precision targeting prevents the individuals in the CRM from being the recipients of irrelevant information. "The database is one of our company's most valuable assets, and the methodology prevents our datasets from being overused."

After positive feedback from a small group of early clients (Infor, Epicor and local vendor Freudenberg), IDG Germany has approached or is in the midst of presenting SCORE to SAP, Oracle, Microsoft, Cisco and other major vendors, with some pilot campaigns already under way.

SCORE has been a good step forward to position IDG Germany as the provider of premium lead generation services to the market, Beilfuss said. "The technology is available through our development team, and we're more than happy to share with colleagues in other countries."

Write to Michael Beilfuss. ■

## Sales teams sell better with SCORE

The process of retrieving meaningful information related to site users' behavior is based on QlickView technology and the easy-to-use interface of the SCORE platform. "We put a lot of effort into designing the interface to make it as intuitive as possible and very easy for our sales teams to pull together the information to make a customer lead gen campaign a success," said IDG Business Media Director/Digital Media **Stefan Huegel**. "Also, we have seen that during the sales process it has been helpful to be able to give clients visual insights into how the IDG user database can positively impact their business."

Write to Stefan Huegel. For more information on the technology behind SCORE see this article on IDG Central.

# IDG Enterprise, CSMB journalists benefit from homegrown training program

## *Ongoing sessions will focus on skills needed to help editorial teams keep up with technology, trends*

IDG WORLD UPDATE PHOTOS

*Members of the Future Skills Initiative task force include (l-r):* ***Brandon Butler, Tracy Mayor, Johanna Ambrosio, Keith Shaw*** *and* ***Al Sacco****. Not pictured: task force chair* ***Mitch Betts, Lisa Schmeiser*** *and* ***Philip Michaels****.*

Website analytics. SEO. Video. Social media. Data-based journalism. Proficiency in these areas and others, virtually unheard of a decade ago, is the stock-in-trade of today's journalists. And editorial staff at IDG Enterprise and IDG Consumer & SMB are honing these new and evolving skills with the help of a homegrown training program that has its roots in the annual IDG Employee Survey.

During an online chat session, hosted last June by IDG Enterprise SVP and Chief Content Officer **John Gallant** to discuss the survey results with members of the IDGE editorial team, the topic of training came up repeatedly. In response, CIO Executive Editor **Mitch Betts** suggested a "future skills initiative" to identify the skills journalists will need in the future and create a program of internal and external speakers to address those needs.

Following the discussion, Gallant asked Betts to chair a Future Skills Initiative task force with the goal of having a training program in place at the beginning of the new fiscal year in October. Using an online poll and direct input from the editors-in-chief of IDG Enterprise's various brands (see sidebar, p. 7), the task force recommended a two-part program:

- Bi-monthly educational sessions with outside speakers or in-house panels.
- A monthly newsletter listing external webinars and other editorial training opportunities.

*IDG Enterprise Multimedia Content Editor Keith Shaw leads a session focusing on the tools available to journalists interested in incorporating video into their reporting. Remote staff were able to participate via live webcast.*

"We also established some guiding principles," noted Betts. "Among them, we stipulate that the educational sessions must be accessible to remote workers, and they must be editorial-specific to supplement the great professional development programs already provided by IDG's Training and Development group."

During this time, Gallant was named chief content officer for IDG Communications U.S. and an editor from IDG Consumer & SMB was asked to join the task force.

Members of the task force include Betts, **Johanna Ambrosio**, managing editor, technologies, Computerworld; **Brandon Butler**, senior writer, Network World; **Tracy Mayor**, features editor, Computerworld; **Al Sacco**, senior editor, CIO.com; **Lisa Schmeiser**, newsletter editor, InfoWorld; **Keith Shaw**, multimedia content editor, IDG Enterprise; and **Philip Michaels**, online managing editor, IDG CSMB, who joined the group in November. Betts explained that while the initiative began at IDG Enterprise, it is being expanded to include the editorial team at IDG CSMB, all of whom now receive the monthly newsletter.

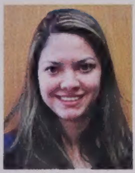
The first newsletter, which is curated by Betts, was sent out in October and contained links to relevant webinars by organizations such as the Reynolds Center for Business Journalism, Poynter, ASBPE, MediaBistro and Lynda.com as well as links to articles of interest to editorial staff. Subsequent newsletters have contained additional resources.

The first educational session, "Developing an Editorial Video Strategy," took place on Dec. 11 at the IDG Enterprise office in

*continued on page 7*

# noteworthypeople

## New employees



IDG WORLD UPDATE

*Aparicio*

New at the **IDG News Service**'s San Francisco office is video journalist **Melissa Aparicio**. She was previously a segment provider with FOX Business Network and holds a B.A. in political science from UCLA and an M.S. in journalism from Chicago's Northwestern University. Away from the office she enjoys running, live music and travel. melissa_aparicio@idg.com

**John Lawrence** joins IDG's **Corporate Services Group** in Framingham, Mass., as an IT quality assurance analyst. Previously a staff assistant with the law firm of Schneider & Lalikos, he holds a B.A. in business administration from Endicott College in Beverly, Mass.; he was recently accepted into the school's part-time MBA program. In his free time he enjoys golf, snowboarding and brewing his own beer. john_lawrence@idg.com

*Mishra*

**IDC India** in Bangalore has hired **Hardik Mishra** as an account manager. He previously worked in business development for Unify and earned a post-graduate degree in marketing from the Indian Institute of Management. His hobbies include travel, acting and movies. hmishra@idc.com

## Framingham-area runners invited to participate on IDG/IDC team

J.P. Morgan Corporate Challenge®

Framingham- and Boston-based IDG and IDC employees are invited to join the IDG team participating in this year's J.P. Morgan Corporate Challenge, a 3.5-mile run through downtown Boston. This year's race takes place on June 26.

Proceeds from the J.P. Morgan Corporate Challenge, which takes place in numerous cities around the globe, benefit a variety of not-for-profit and charitable organizations in the cities in which the races are held.

If you are interested in participating, please contact IDG World Expo Associate Show Director Bryan Rusciano to receive information about the race. ■

# IGS U.K. staff rallies behind efforts of Charity Fundraising Team

*Members of the IDG Global Solutions U.K. Charity Fundraising Team include (clockwise from top left):* ***Chamanpreet Kahlon**, **Helen Palmer**, **Laura Hilliard** and **Louise Pearson**.*

IDG Global Solutions U.K. has regularly coordinated a variety of charity events throughout the years, from bake sales to dress-down days. However, a formal structure was put into place in the summer of 2013 that saw the creation of the Charity Fundraising Team.

Originating from an idea proposed by the Staff Council, the Charity Fundraising team was formed with **Helen Palmer**, director, strategic clients; **Chamanpreet Kahlon**, analyst; **Louise Pearson**, program coordinator; and **Laura Hilliard**, finance executive all volunteering their time to meet regularly and come up with fund-raising activities to benefit a worthy cause. In a companywide vote, IGS staff selected Cancer Research and Leonard Cheshire Disability as the beneficiaries of their fund raising efforts.

With only 31 people working at the IGS U.K. office, there is a limit to the amount that can be raised internally, but that doesn't seem to be affecting the creativity of the fundraising team. To date, they have organized a Christmas sweater competition (required a minimum £1 entry fee), a bake sale, unwanted Christmas gift donations and a car park auction, with a quiz night, a 5K run and a parachute jump all being scheduled later in the year.

"With the daily pressures of life today it is sometimes easy to forget just how fortunate we all are. Regular fund-raising activities act as gentle reminders, and if we can have fun along the way then everyone benefits," said **Jo Tilson**, head of best practice.

"The monthly car park auction is creating quite a stir in the office at the moment," noted Pearson. "With limited parking spaces near the office, and fines being issued if anyone other than the winning bidder parks in the specific bay, it is definitely something that we will continue on a monthly basis," she said.

Write to Jo Tilson. ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**28**
***Linda Gorgone*** *IDG Enterprise*

**27**
***Nina Mattsoff*** *IDG Sweden*
***Mark Sullivan*** *IDC*
***Penny Stevens*** *IDG*

**16**
***Beth Ramistella*** *IDG*

**15**
***Ernesto Cordero*** *IDG*

**14**
***Mindy Blodgett*** *IDG Enterprise*
***Todd Hall*** *IDG*

**13**
***Laurie Horn*** *IDC*
***Kirk Mitchener*** *IDC*
***Ken Mingis*** *Computerworld*

**11**
***Anne Stevenson*** *IDC*
***Daniel Boehmke*** *IDC*

**10**
***Mimei Ito*** *IDC Japan*
***Edward Kozaryn*** *IDG*

**9**
***Adrian Black*** *IDG U.K.*
***Giovanna Saba*** *IDC U.K.*
***Ashley Gilliam*** *IDC*

**8**
***Diego Anesini*** *IDC Brazil*
***Amy Bennett*** *Computerworld*

**7**
***Lisa Jacques*** *IDC*
***Benjamin Tucker IV*** *IDC*
***Jeffrey Janukowicz*** *IDC*
***Terri Sanford-Cook*** *IDG Enterprise*

**6**
***Thinh Chanh*** *MRD Vietnam*
***David Bradshaw*** *IDC U.K.*

**4**
***Jessica Martinez*** *IDC Mexico*
***Suzanne Schlaadt*** *IDC*

**3**
***Alan Pereira Faria*** *Now!Digital Business (Brazil)*
***Mikael Sjöström*** *IDG Sweden*

**2**
***Jim Martin*** *IDG U.K.*
***Kristina Lindquist*** *IDG Sweden*

**1**
***Lorena Cordero*** *IDC Mexico*

## Training will focus on skills of the future

The Future Skills Initiative task force compiled a list of potential topics to focus on. A sampling of these skills includes:

- Video
- Photoshop skills
- Infographics
- Website analytics and SEO
- Data-based journalism
- Mobile (content for mobile devices)
- Personal branding
- Headline writing online
- Managing time, prioritizing
- Ways to use social media to source stories and collect sources
- Interviewing
- Public speaking, events
- Ethics

Using an online survey, the task force then asked staff to rank skill categories and plans to arrange for training accordingly:

- Visual journalism (video, photos, infographics, etc.): 53%
- Online editorial (SEO, analytics, etc.): 51%
- Mobile: 24%
- Social: 24%
- Journalism generally (interviewing, ethics, etc.): 20%
- General professional improvement (public speaking, personal branding, managing time/prioritizing: 16%

*continued from page 5*

# Future Skills Initiative

***Keith Shaw*** *told colleagues he will be available on Friday mornings to provide one-on-one video training assistance.*

Framingham. Presenter Darragh Worland, a multimedia journalist and educator and former producer for MSN Money, focused the three-hour session on what works, what doesn't and how to incorporate video into a news operation and drive traffic. The session was available to remote staff via webcast.

Feedback on the initial program was very positive, Betts said, with comments such as this typical: "Top-notch speaker, very hands-on and in the trenches, and that was one of the most engaging and lively discussions I have seen across editorial in some time."

The next session, "Video 102: IDG Enterprise Follow-Up," took place last week and was led by IDG Enterprise's Keith Shaw. Shaw took the general concepts laid out in the first session and applied them to IDG Enterprise specifically, looking at the tools that are in place and what has been done to date with video, brainstorming new video ideas and discussing the process for creating video and tips for being on camera.

Betts said the webcasts will be available for on-demand viewing for employees who are not able to attend the live session.

"This program has benefited from behind-the-scenes help from a number of people," Betts said. "They include Computerworld Editorial Project Manager **Mari Keefe**, who assisted with the survey; Keith Shaw and his audio/visual technology expertise; and ongoing support from Editorial Operations Manager **Cheryl Crivello**, Editorial Executive Assistant/ Office Services Manager **Linda Gorgone** and Editorial Office Manager **Pat Josefek**. Most of all, it has enjoyed the enthusiastic support (including financial support) of John Gallant.

"For years the editorial departments have seen some concern in the IDG employee survey about training, growth and development," said Betts. "But now I think we have a substantial program in place that provides about as much training as our workloads can handle."

For more information, contact Mitch Betts. ■

# unsunghero

## David Ayvar

*Senior Regional Analyst, Storage Market*

*IDC Latin America*

*IDC Latin America Program Manager, Enterprise Hardware Research **Juan Pablo Seminara** named **David Ayvar** his team's Unsung Hero. "From 2013 David has managed our Latin America regional Storage Program and has played a distinguished role due to his passion for gathering market and technology knowledge, meeting new customers and pushing to expand the role's visibility. Added to the good work on Tracker deliveries, customized client presentations, active participation at IDC and top customers' summits and writing IT industry reports make David a good example for the rest of the team."*

**Home**
Lima, Peru

**Title**
Senior Regional Analyst, Storage Market

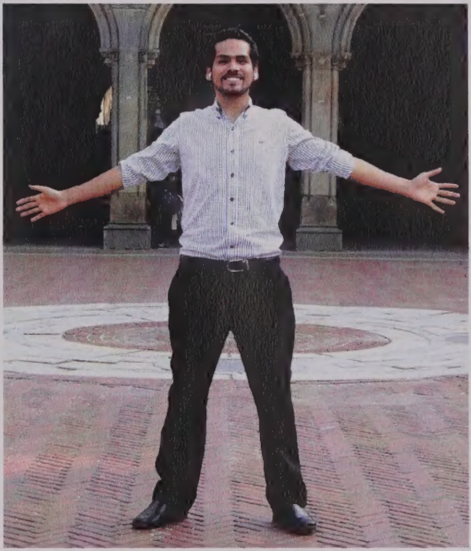
**Job responsibilities**
I manage the Enterprise Storage Tracker for Latin America and participate in other activities related to the IT market, including new Tracker initiatives for this region such as the Personal and Entry Level Storage Tracker.

**Three things I do in a day's work**

- Interact with the Research Operation Center team, making sure the storage research processes are correct and comply with deadlines.
- Talk to market players, give advice, receive and make inquiries. "Why?" is the most important word in my job.
- Interacting with local analysts is one of the most important parts of my job. Having good relationships and being surrounded by a great team of analysts have helped me a lot.

**What I love most about my job**
I like the flexibility IDC provides its employees. I like the possibility of learning something new every day and everywhere. To know new people and to be part of a multicultural company — that's just great.

**A hot-button issue I'm dealing with**
I'm trying to unify the Storage Hardware and Storage Software practices. I believe it's best since the market is going toward integration instead of staying siloed.



*Senior Regional Analyst **David Ayvar** joined IDC Latin America in 2006 as an intern.*

**Latest accomplishment**
Extending the current reach of the Latin America Storage Tracker, including new attributes to historical data, splits and new forecast perspectives, increasing the value of our product, as well as establishing a personal relationship with major regional storage clients.

**What I'm doing to be a better employee**
I try to learn as much as I can. I have a lot to learn from many colleagues who have the best experience in the field. I also try to transmit what I have learned to others on my team and share opinions about markets and trends with other areas. I also try to be as close as I can to my team. Good relationships contributesto a good environment and a strong, successful team.

**Interests outside the office**
I like some time alone. I love my girlfriend and family. Having a drink in the evening with friends is always good.

**What others can't tell by looking at me**
I've written a couple of fairy tails and one or two fables. I've been an Internet radio DJ. I sang in a rock-and-roll band, and there was a time when I had dreadlocks and earrings.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Stefan Huegel** *IDG Germany*
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**Marci Yamaguchi Hughes** *IDG World Expo*
**Bryan Rusciano** *IDG World Expo*
**Juan Pablo Seminara** *IDC Latin America*
**Joanne Tilson** *IGS*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

10 FEBRUARY 2014 | VOLUME 44, NUMBER 6 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

## IDG Communications CEO Michael Friedenberg takes to the web

*In this 20-minute interview with IDG Sr. Director, Learning & Development Laurie Butson, Friedenberg discusses his five top priorities — all centered around growth — for IDG Communications in the coming months, three areas on which he thinks all employees should focus and why being afraid to not change is so important. Click here to view.*

## Also inside

Partner Profile: CIO East Africa

One on One: CITEworld.com's Matt Rosoff

IDG SMS group combines expertise in serving B2B, B2C customers

IDG SMS's Studio SIX adopts unique R&D approach

*On the job: IDC CCR Graphics production manager Umesh Divakaran serves global IDC customers.*

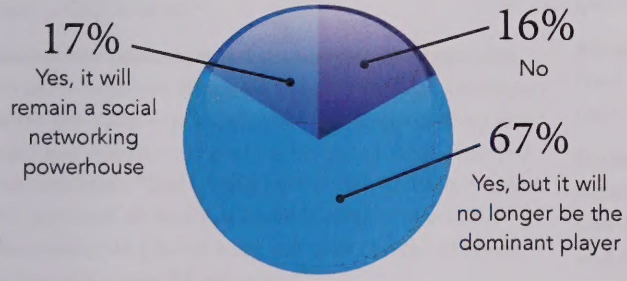
**SEE MORE ON PAGE 6**

*Unsung Hero: IDG Netherlands' Kristian van Tuil is this week's nominee.*

**SEE MORE ON PAGE 8**

## Question of the week results

Facebook turned 10 on Feb. 4. Will it be around to celebrate its 20th birthday?

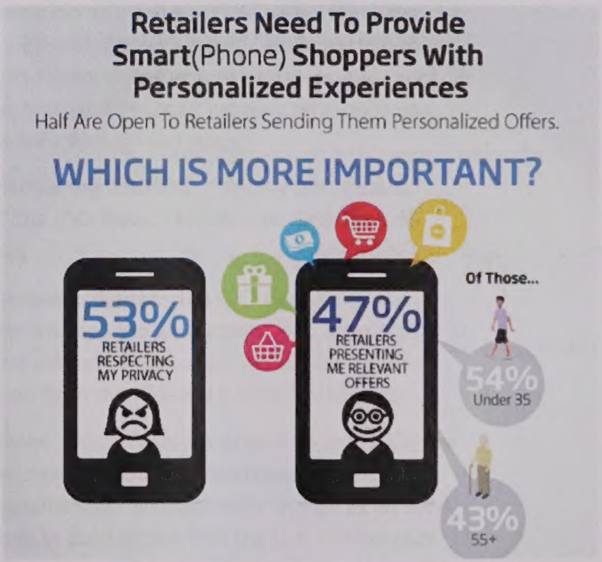


**Log on to www.idgcentral.com to vote on this week's question:**

Did you watch the Olympics' opening ceremonies?

CLICK HERE

## IDC survey: the smart (phone) shopper



*Click here to see the full infographic on challenges and opportunities for retailers based on a survey of U.S. shoppers in late 2013.*

*Partner profile*

# Kenyan licensee offers multiple content channels

**Company**: African eDevelopment Resource Centre

**Location**: Nairobi, Kenya

**Brands published under license to IDG**: CIO East Africa, print (monthly, with 2,658 current subscribers) and online (the site sees an average of 8,000 page views and 2,000 unique visitors per day).

**Events**: The annual CIO 100 and DEMO Africa; the 2013 editions drew 250 and 360 attendees, respectively.

**Number of employees**: 12

**Primary IDG contact**: CEO Harry Hare

**Year license signed with IDG**: 2008. Hare said he has had a relationship with IDG "dating back to the '90s" when he worked for another African IDG licensee and contributed stories to the IDG News Service. In the late '90s Hare founded Microcomputer Guide and approached IDG about licensing the PC World title. "We wanted to benefit from the IDG network and access to content from the U.S. and other regions. We also wanted to associate our work with a global brand," Hare said. Microcomputer Guide was rebranded PC World East Africa but was closed soon after due to "very turbulent economic conditions in Kenya." About 10 years later, IT started gaining traction in Africa. "The number of IT professionals increased dramatically," he said, "and they needed a resource on IT trends and analyses. Several senior IT professionals knew of our involvement in PC World East Africa, so they us about getting back into publishing. I promised myself I would never do that, but even though it's a difficult business, I didn't need much convincing to see the opportunity and approached IDG about a CIO license."

**Competitive landscape and challenges**: Hare said African eDevelopment Resource Centre has three communication channels — print, digital (online, newsletters and apps) and events — and will soon launch broadcast (TV and podcasts). "Our initial plan for TV is to have it online and generate six hours of content daily," Hare said. "Eventually, we plan to have our own 24-hour channel on one of Kenya's TV networks."

African eDevelopment Resource Centre's competitors are mostly channel-focused, according to Hare. "In print, we compete mostly with the daily newspapers. This has its own challenges since the dailies will get a story out faster than we do, so our articles have to be in-depth pieces." Online, the "mushrooming of technology blogs all over the place" have forced Hare's team to compete with them, too. "Our advantage is that we are a structured, credible source of information, and we don't just report news; we analyze subjects and provide our readers with factual balanced information they can bank on. Our digital products, events and the TV project give us leverage against any tech publisher in the region."

*The CIO East Africa team includes (front row, l-r):* ***Rachael Kanyolo****, HR manager;* ***Stephanie Nyokabi****, office administrator;* ***Lilian Mutegi****, tech writer;* ***Ellen Magembe****, events fulfillment manager;* ***Vanessa Obura****, account manager; and* ***Harry Hare****, publisher and CEO. Back row:* ***Andrew Karanja****, co-founder and financial director;* ***Oscar Amuyunzu****, account manager;* ***Kamau Mbote****, tech writer and social media manager;* ***Benjamin Anyetei****, account manager and* ***Michael Ouma****, editor.*

Hare said that African eDevelopment Resource Centre's main differentiator is its approach to publishing. "We look at information as a product," he said, "and have developed different channels for our audience to access it. So, the old-school chaps who still treasure their print edition have that, and the road warriors on mobile can get their content through our apps."

**Benefit of partnering with IDG**: "Mostly the content," Hare said. "The IDG News Service is an incredible resource for us."

**On the transition to digital**: The CIO East Africa site is mobilized for smartphone and tablets. Two apps replicate the print edition of the magazine for smartphones and tablets on both the iOS and Android platforms.

**Other activities**: African eDevelopment Resource Centre also has a professional training company, offering more than 40 programs for IT professionals, as well as an MBA program done in conjunction with the U.K.'s Middlesex University. The program has a staff of eight and has trained over 2,000 engineers in 28 African countries. ■

# OneonOne

## Matt Rosoff

*CITEworld*

***The editorial director of CITEworld is this week's columnist. Reach him at mrosoff@citeworld.com.***

"We're really laser-focused on the new decentralized world of technology at work, and that's helped us to more than triple our traffic in our first year."

**Q IDG Enterprise's CITEworld brand got its start as an event back in March 2012. Can you talk a bit about the ongoing partnership between CITE Conference + Expo and CITEworld.com?**

A CITEworld is the year-round companion to the CITE Conference & Expo. I work with the conference organizers (IDG Enterprise events team) to help set the agenda, find good case studies for sessions and solicit interesting speakers. This year, I also helped judge the CITE Awards, which will be presented at the 2014 show on April 27-29 in San Francisco. Once the agenda is set, we publish interviews with some of the conference speakers on CITEworld, and during the show we post video interviews and other material. We also do a lot of promotional work together on social media.

**Q What are a few examples of particularly effective social media outreach efforts that you've tried?**

A We've done four weekly tweet chats ahead of the CITE Expo and Forum shows each year, and those have been quite successful in driving interest in the show online. But day to day, it's just about us cross-promoting one another's links and other social media messages.

**Q What are some of the trends you are seeing in the consumerization of IT, and how are these affecting CITEworld.com?**

A We've moved way beyond the idea of bring-your-own-device and mobile device management, which characterized the 2012 show. We're laser-focused on what IDC calls the "3rd Platform" in computing. Mobile devices and apps, software-as-a-service and cloud computing, social networking and big data analytics are all coming together to change how technology is purchased and used in the workplace. The broad trend is toward more autonomy for line-of-business managers and employees in their tech choices and purchases and less centralized control by the traditional IT department. We're all technologists at work, and CITEworld covers that movement in every aspect.

More specifically, we're doing a lot more coverage of do-it-yourself development, new-breed enterprise companies like Salesforce and Workday and data analytics for the masses. Mobility is still a core subject but now forms less than half of our coverage.

**Q Can you elaborate on "data analytics for the masses"? How is the average enterprise user going to take advantage of data analytics?**

A There are a bunch of companies like Chartio, Tidemark, Good Data, Birst and others that promise to make data analytics available to answer basic business questions on demand, rather than forcing users to go through the IT department with predefined queries as they've had to do with traditional business intelligence products. The idea here is that any business manager should be able to get immediate answers to questions like "What was our best-selling product in San Francisco?" or "What color shirts should we order for our spring lineup?" The details are complicated, and in many cases setting these kinds of systems up still takes a lot of time, effort and custom consulting. But the idea is that all companies are collecting way more data than they ever have before, so now it's time to help them make use of it.

**Q How do you differentiate CITEworld.com from competitors it faces?**

A I am not aware of any competitors who focus exclusively on this intersection of technologies, although other IDG publications and some tech blogs certainly cover these trends as part of their regular coverage. But we're really laser-focused on the new decentralized world of technology at work, and that's helped us to more than triple our traffic in our first year. We are trying to stand out by identifying what not to write about. Many tech publications have a very broad focus but don't offer any particular insight into any of those areas — they're an inch deep and a mile wide. By staying focused on a few emerging tech areas, I feel like we can deliver more value with a relatively small staff.

**Q You've recently launched a blog in partnership with DEMO. What's the rationale behind that and what's the focus?**

A The folks at DEMO see a ton of innovative enterprise start-ups, particularly right now, as the DEMO Enterprise show approaches (it's on April 3 in San Francisco). A lot of those start-ups have a mobile-first, cloud-centric approach that fits very well into the 3rd Platform concept. So we thought there was a great opportunity to interview some of the interesting start-ups

*continued on page 5*

# IDG Strategic Marketing Services group combines expertise in serving B2B, B2C markets

As a way to help customers more fully and effectively leverage IDG's broad range of marketing services, IDG has united the marketing services teams of IDG Consumer & SMB, IDG Enterprise and IDG Global Solutions U.S., as well as the IDG Creative Lab staff, to form IDG Strategic Marketing Services.

*Lee*

The new group, under the direction of SVP/General Manager **Charles Lee**, brings together more than 50 employees and integrates key areas of marketing services expertise in content, design, platforms, audience, engagement and data optimization under one roof that will serve B2C and B2B technology markets.

IDG SMS is positioned within IDG Communications U.S. as a service provider group, with Lee reporting to IDG Enterprise CEO **Matthew Yorke**. Since November 2013, Lee led the groups that now comprise IDG SMS, but they existed independently and operationally focused on their specific business units. The new structure will enable more best practices sharing and avoid duplication of skill sets.

"The combination of marketing services experience and expertise with our premium media brands, online network and global footprint will position IDG Strategic Marketing Services as the tech media market's most comprehensive marketing services organization," Lee said. "Our ability to innovate, build and execute fully converged marketing solutions that skillfully balance paid, earned and owned channels and provide scale in reach or targeting is simply unparalleled."

Lee said SMS will continue to partner with sales groups across IDG to deliver the best custom marketing programs to clients. Last week SMS held workshops in Framingham, Mass., and San Francisco with sales teams to review the new structure and how collaboration will work in the future. Another will be held soon at the IDG TechNetwork office in New York City.

While there were some changes in reporting, all employees retained their jobs in the new unified group.

Yorke emphasized the importance that future growth played in the decision to create IDG SMS. "At IDG Enterprise alone, marketing services has grown to account for close to 50% of revenues," he said. "For IDG's entire U.S. business, about 25% to 30% of gross billings are marketing services aligned. It's absolutely a place where we expect more growth to come from."

Lee joined IDG in 2005 following 10 years with Ziff-Davis Media. In 2012 he was named to the Folio: 40 list the publishing industry's most innovative and accomplished professionals.

Write to Charles Lee. ■

## IDG SMS: six degrees of integration

The IDG Strategic Marketing Services organization is structured around six areas of expertise:

Two areas are led by VP/Global Program Architecture and Performance Marketing **Jeremy Rueb**:

- **Program Architecture**: Client marketing programs strategy and structure. Overseen by Senior Director/Program Architecture U.S. **Jason Tenenbown**.
- **Performance Marketing**: Program data analysis that drives performance optimization. Overseen by Director/Performance Marketing **Colin Browning**.

Two areas are led by VP/Product and Process Management **Karen Wilde**:

- **Product Management**, overseen by Senior Director/Integrated Solutions Management **Mo Barrett**, involves portfolio development and management, product marketing and sales enablement and support.
- **Process Management**, related to client services, is managed by Senior Operations Manager/Project Management **Amy Greenleaf**.
- **Content Works**: Shaping and managing content strategy and production. Led by Executive Director/Content Works **Jim Malone**.
- **Creative Lab**: The digital design and production group, focused on engaging user experiences. Led by Director/Creative Lab **Matt Anderson**.
- **Studio SIX**: Innovation R&D, exploring and cultivating next-generation marketing services; "SIX" stands for strategy, innovation and expertise. Forms partnerships with publisher to get more content in a type of content exchange. Led by VP/Studio SIX **Ekapat Chareonlarp**. (see page 5)

# IDG SMS plans to have Studio SIX take a unique approach to research and development

Studio SIX, a new research, development and innovation initiative within the newly launched IDG Strategic Marketing Services organization (see page 4), is based on the concept of "design thinking," which Studio SIX/VP **Ekapat Chareonlarp** called "an intriguing new approach for innovation" that was developed by IDEO, a consulting firm that helps companies and brands to transform in the digital economy.

*Chareonlarp*

"By thinking like a designer — which the name Studio represents — we can help IDG transform the way we develop products, disrupt the market, shift buyer perception and find new markets that other publishers cannot participate in or enter easily due to their lack of innovation velocity," Chareonlarp said.

He described how Studio SIX will lead the transformation at IDG by focusing on the three elements that drive change:

**Strategy**: the focus of business viability such as the "demo down" mission (reaching younger demographics), "LOB attraction" (mining more line-of-business audiences), "content curation" (incremental opportunity in content marketing segment) and "social first" (generating social distribution of content using IDG first-party data).

**Innovation**: the focus of start-up sourcing and technical development such as extending the IDG.tv platform to Xbox and SmartTV to capture more video dollars, a content curation platform code-named "Grok," mobile content distribution code-named "Dive," In-Funnel marketing in partnership with Bizo, C-Commerce (contextual and curated commerce) or ShopIDG in partnership with eBay, Amazon, fancy.com and GrandSt.com. Most of these are in the development phase.

**Experience**: the focus of human desire to learn, watch, read, listen, entertain, play, click, swipe, bookmark, share, socialize, connect with machines and peers, network, comment, ask questions, teach, download, upload, store, attend an event, join movements, fight for causes, design, give feedback, shop and other activities.

Highly driven by user behavioral data and media consumption analytics, Studio SIX will bring more new web features and ways to present IDG's and brands' content more intuitively, more natively, but in less interruptive fashions, offering real incremental value to the user experience.

Chareonlarp is presently the sole driver of Studio SIX but said he plans to fill several openings during 2014. He said he sees many opportunities for collaboration with IDG business units both in the U.S. and internationally.

Write to Ekapat Chareonlarp. ■

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*continued from page 3*

## One on One

they come across, explain what problem they're trying to solve and alert our readers to companies that might not otherwise be on their radar. The start-ups of today are the enterprise giants of tomorrow! Read the blog here.

**Q Have you worked with any of IDG's international business units that may be considering launching a CITEworld brand?**

A I talked a bit with IDG Germany as they prepared to launch CITEworld.de. We discussed the kinds of stories that resonated with readers and how the editorial team and events team worked together. CITEworld.de launched in November, and they have their first big event — a one-day CITE conference — in September.

**Q What are your key priorities for the coming year?**

A In January we hired our first full-time reporter in San Francisco, **Matt Weinberger,** and he'll be helping us increase our coverage of cloud-based enterprise companies and enterprise start-ups, particularly in the Bay Area. We're going through a big redesign and back-end technology change which will be completed in March, and that should let us post more stories more quickly, communicate on social media more effectively, and keep readers engaged on the site for longer. We're working to get a great lineup of speakers and panels for the CITE Conference + Expo. Most important, we'll keep focused on the trends that are changing the workplace, and writing stories that our readers want to read and share. ■

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## Coming soon to your email inbox: the 2014 IDG Employee Survey

The IDG Employee Opinion Survey is offered annually to all employees at IDG subsidiaries worldwide and provides employees with the opportunity to anonymously share their views on their experience at IDG. On Feb. 19, look for an initial email from Research Results, IDG's third-party vendor, introducing themselves and the process. On March 5, each employee will receive an email with a link to the survey and a password. Employees will have until March 24 to complete it.

For more information, click here or check with your HR representative.

*Job Spotlight*

# On the job: Graphics production manager

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name**
Umesh Divakaran

**Title**
Graphics production manager

**Business unit**
IDC Center for Consultancy & Research, Bangalore, India. Launched in 2005, IDC CCR is a research support-service center for IDC worldwide. Its Publishing Services and Technology (PS&T) department and is made up of Production Coordination, Data Checking, Editing and Graphics Production teams. The latter provides formatting and desktop publishing support for U.S. Continuous Information Service research; designs and creates presentations for global analysts; designs and produces promotional graphics for IDC conferences; and edits and uploads analysts' photos into the IDC employee directory.

**What does a graphics production manager do?**
I am responsible for designing, producing and updating presentations for IDC analysts that will be used across a broad range of outputs (on screen, iPad, print). A graphics production manager must be able to communicate information and data effectively using animation and builds, as well as create easily understood charts, graphs and diagrams. I am also responsible for upholding global brand standards while creating effective, dynamic and well-thought-out presentations. I also scan and edit photographs and other images that will be published on IDC.com, as well as work on electronic as well as print publications.

**What services do you provide? Who are your customers?**
It's my job to ensure that the graphics production team of five follows the best formatting and design practices and delivers the best possible user experience across broad range of outputs. Our customers — IDC analysts — are all internal. For the consulting presentations we work for IDC analysts from around the world. For research documents we only work for U.S. analysts.

**What are the key skills required for your job?**
I have to be highly innovative and possess strong communication skills since I deal with superiors, clients and others who assist with the design process. I have to be able to work both as part of a team and independently and be organized, flexible and motivated. I also need to know how to use programs such as Photoshop and Illustrator to create artwork.

**A typical day**
I am responsible for day-to-day production. I plan, strategize and oversee all production activities, which include IDC Consulting deliverables, formatting research documents, processing and uploading analysts' photos on IDC.com, accessing and downloading requested images from photos.com — and make sure all of these are completed in a timely manner.

*IDC CCR Graphics Production Manager **Umesh Divakaran** joined IDC CCR in 2007.*

**Most challenging part of my job**
My job revolves around understanding and meeting client expectations. Even the most efficiently completed project will not be a success if the client is unhappy with it. So every project has a plan to make the client happy. Understanding and achieving the client's expectations is the best part of our job.

**Why and how did you get involved in this career?**
I never planned to become a graphics specialist. It just happened. I started out as a trainee visual aids specialist and liked it. I developed the skills required for this role and continued it as my career.

**What my colleagues would be surprised to learn about me**
I learned to create a website and did one for my cousin. This gave me an opportunity to work with the IDC web design team to update and convert a couple of old IDC regional websites to our new web template. Now I'm studying photography and hope to participate in the 2015 IDG Employee Photo Calendar contest. ■

# noteworthypeople

## New employees

Hallberg

**IDC Nordic/Sweden** has hired **Johan Hallberg** as research manager. He was previously head of architecture and business consulting with Sigma IT and Management AB. He studied mathematics at Sweden's University of Gothenberg and enjoys spending time with family and friends, golf, travel and singing. jhallberg@idc.com

King

Previously a digital marketing analyst with the New England Patriots, **Andrew King** joins **IDG Global Solutions'** Framingham, Mass., office as a business intelligence analyst. He earned a B.S. in mass communications from the University of Maine and enjoys rock climbing, programming and studying game theory. andrew_king@idg.com

Rhodes

**IDC Framingham** has hired **Kendra Rhodes** as a client service representative. Previously a traveler support associate with Grand Circle Travel, she earned a B.A. in communications from the University of Massachusetts/Amherst. In her free time she enjoys travel, knitting and swimming. krhodes@idc.com

*Send information for the Noteworthy section to world_update@idg.com.*

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

### 20
***Jennifer Koppy*** *IDC*

### 19
***Gina Howells*** *IDG Global Solutions*

### 17
***Pat Josefek*** *IDG Enterprise*

### 16
***Peter Bradley*** *IDG Global Solutions*

### 15
***Jörg Breit*** *IDG Germany*
***Iseult Bottoni*** *IDC U.K.*
***Karim Bahloul*** *IDC France*

### 14
***Chip Zaborowski*** *IDG Enterprise*
***David Reinsel*** *IDC*
***Andreas Hedberg*** *IDG Sweden*

### 10
***Gerald Murray*** *IDC*

### 9
***Holly Brown*** *IDC*

### 8
***Mo Barrett*** *IDG Strategic Mkt. Svcs.*

### 7
***Roman Loyola*** *IDG Consumer & SMB*
***Susan Celli*** *IDG World Expo*
***Gard Little*** *IDC*
***Jane Brown*** *IDG Global Solutions*
***Bruno Teyton*** *IDC France*

### 6
***Jimena Sisa*** *IDC U.K.*
***Richard Bell*** *IDC U.K.*
***Katherine Park*** *IDG Korea*
***Lilianne Lima*** *IDC Brazil*
***William Nguyen*** *IDG Australia*

### 4
***Andrey Ryazanov*** *IDG Connect*
***Colin Browning*** *IDG Strategic Mkt. Svcs.*
***Irina Zvagelsky*** *IDC*
***Julia Talevski*** *IDG Australia*

### 3
***Christopher Finnerty*** *IDG TechNetwork*
***Ferdinand David*** *IDG TechNetwork*
***Edyta Kobielska*** *IDG Poland*

### 2
***Mark Holland*** *IDG List Services*
***Brandon Butler*** *IDG Enterprise*
***Heather Ashton Manolian*** *IDC*
***Fabian Vogt*** *IDG Switzerland*
***Maria Agrén*** *IDG Sweden*
***Michaela Maffia*** *IDG U.K.*

### 1
***Sean Mullarkey*** *IDG U.K.*
***Nadia Cameron*** *IDG Australia*

# Atlas Travel Getaway Club offers U.S. employees travel assistance

## *Members eligible for free trips*

An IDG Communications Company
ST. MARTIN

PETER SHORT

***Mary Scanlon**, HR manager, IDG Enterprise (l), **Kate Kirkcaldy,** and Diane Lander, sales representative for the Radisson Blu Hotel and Spa in St. Martin. Kirkcaldy was the winner of a trip to St. Martin in a random drawing among members of Atlas Travel's Getaway Club.*

**Kate Kirkcaldy,** team lead, client relations at the CIO Executive Council, will soon be enjoying a free vacation in St. Martin (complete with two round trip airline tickets) courtesy of Atlas Travel. Kirkcaldy, a member of the company's Getaway Club, a free vacation travel services program, was selected in a random drawing to receive the trip.

Atlas Travel, IDG's corporate travel management partner, provides travel services for all U.S.-based employees. Atlas is contracted to help IDG employees find the lowest fares, either through one of its agents or through its electronic booking tool. Atlas can also help guide employees to the preferred airlines, car rental companies and hotels with which IDG has negotiated discounts.

"In addition to helping IDG employees find the lowest fares and preferred vendors, Atlas also provides a safety net should a flight get cancelled or a connection be missed," said IDG Communications SVP, COO **Matt Smith**, who manages the Atlas relationship on behalf of IDG. "Provided Atlas has made the reservation, it can help stranded travelers get redirected to other flights should the need arise."

Any U.S. IDG employee is invited to join the Atlas Travel Club Getaway where they will have access to information about the latest and best vacation and cruise offerings available. Getaway Club members are also entitled to a range of benefits including hotel and cruise upgrades, free gourmet meals and complimentary overnight stays, spa treatments and wine tastings, among others.

And, of course, a chance to win an all-expenses paid vacation.

To join Club Getaway, click here or you may call 800-878-8626. To learn more about Atlas Travel click here or contact Laurie Kenney at Atlas Travel. ■

# unsunghero

## Kristian van Tuil

*B2B Editor*
*IDG Netherlands*

*CIO.nl Editor-in-chief **Volkert Deen** named B2B Editor **Kristian van Tuil** his group's Unsung Hero. "Kristian is a perfect example of an editor who is capable of looking beyond text, topic and target audience. He has a keen interest in site analytics, social media, video and every data and technology that could possibly help improve 'his' site and brand. People capable of looking beyond their job description at new opportunities and are willing to invest time and thought in new initiatives allow us to drive a small site into greatness. Kristian deserves a lot of credit for what we have achieved in the past few years."*

**Home** Enschede, the Netherlands

**Current title** Editor, business-to-business for four different brands: Webwereld, Computerworld, CIO and CXO.nl.

**Primary job responsibilities** Making sure there's enough content published on CIO.nl. I write my own stories for the sites, and I find and translate stories from English and German IDG publications. I also use the IDG News Service for both story ideas and translations as well as the excellent Infoworld.com blogs.

**Three things I do in a day's work**
1) Check my inbox and social channels for story ideas; 2) write content; 3) enhance stories with images, links, video or other 'embed-ables' to attract as many page views as possible.

**What I love most about my job** Being able to write about different tech or management subjects every day, trying new journalism concepts and the travel (sometimes).

**A hot-button issue I'm dealing with** We're trying to get more loyal, management-oriented Computerworld readers to our new CIO platform. It's a challenge to convince people to stick to a relatively unknown brand in the Dutch IT market.

**Latest accomplishment** We were able to quadruple the traffic for CIO.nl by shifting the focus from high-level, strategic content to a broader, more management-oriented platform, both for the site and social channels. We've also managed to get a huge amount of followers for the Computerworld accounts for Twitter and Pinterest, by interacting with the audience and publishing relevant infographics.

*B2B Editor **Kristian van Tuil** started at IDG Netherlands in 2007 as a freelance journalist, then became editor of Infoworld.nl.*

**Career highlight** Winning an IDG Chairman's Achievement Award for Computerworld.nl with Volkert Deen in 2009. I believe we were also runners-up in the Highest Increase in Pageviews category two or three times in the last few years. I'm also glad I was able to assist in making the latest CIO events successful by doing interviews with keynote speakers, both written and on video.

**Interests outside the office** Cycling, reading, watching movies and TV series, hanging out with friends, swimming and spending time outside with my four-year-old daughter.

**What others can't tell just by looking at you**
I'm a huge metal fan and like to go to underground concerts and festivals and sometimes participate in the mosh pits. My favorite bands include Hatebreed, My Dying Bride, Bolt Thrower and Heaven Shall Burn.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Charles Lee** *IDG SMS*
**Matt Rosoff** *CITEworld*
**Matt Smith** *IDG Communications*
**Kristian van Tuil** *IDG Netherlands*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

3 FEBRUARY 2014 | VOLUME 44, NUMBER 5 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | CELEBRATING 20 - *page 8*

## IDG Consumer & SMB targets Android space with Greenbot

*Executive Editor Jason Cross, Staff Writer Florence Ion and Editor-in-chief Jon Phillips comprise the Greenbot staff.*

**SEE MORE ON PAGE 2**

## Also inside

One on one: IDG Connect International's Matt Smith

IDG Australia presents Women in ICT Awards

IDG Germany creates custom ad program for utility

IDG Direct offers telemarketing for IDG, partners

*IDG U.K. Tech Media prepares for a PR outreach program to promote the success of its four brands.*

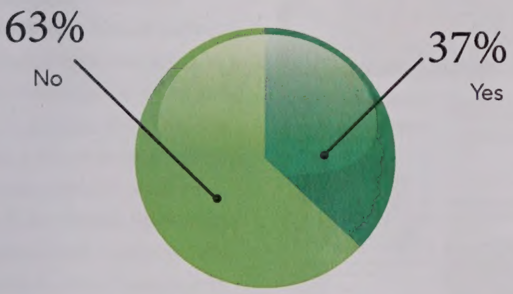
**SEE MORE ON PAGE 7**

*Celebrating 20: IDG Sweden's Anders Lotsson visits Armenia and Georgia in the Caucasus.*

**SEE MORE ON PAGE 8**

## Question of the week results

Have you ever donated to a crowd-funding site?

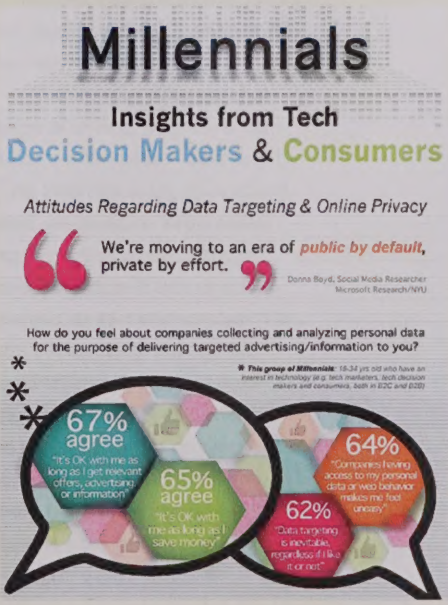


**Log on to www.idgcentral.com to vote on this week's question:**

Will Facebook make it through a second decade?

CLICK HERE

*IDG Research Services conducted a survey of a group of millennials (18 to 34 years old) who have an interest in technology — e.g. tech marketers, tech decision makers and consumers, — in both the B2C and B2B space. The results show two perspectives: Data targeting is okay as long as the millennials save money or get relevant offers; and data targeting and online privacy is a fact of online life, but it makes them uneasy. Click here to see the full infographic.*



LAUREN KIRCHBERGER

# New Greenbot site from IDG CSMB caters to Android ecosystem

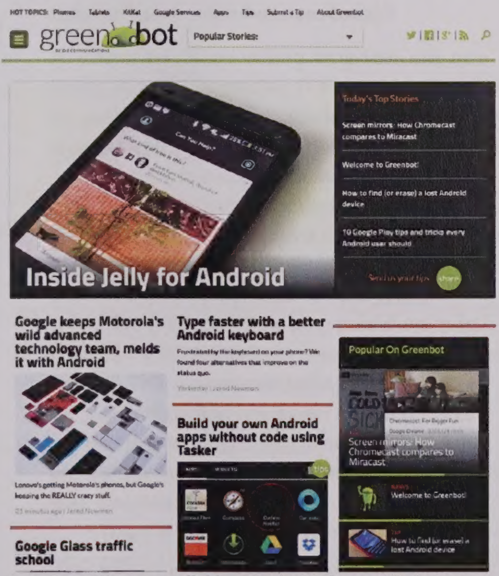
*Executive Editor **Jason Cross**, Staff Writer **Florence Ion** and Editor-in-chief **Jon Phillips** comprise the Greenbot staff.*

IDG WORLD UPDATE

IDG Consumer & SMB's newest offering targets users of the world's most popular and fastest growing operating system. Greenbot, which had a soft launch last week, will focus on all things Android, offering users news, analysis, app coverage and productivity tips, explained IDG CSMB Editorial Director **Jason Snell**.

"In the consumer space, IDG has had a long history of creating brands focused on ecosystems and platforms," said Snell. "In planning our next move, we decided to embrace this strong legacy of reaching audiences who are committed to a single platform. Android seemed to be the best target in terms of opportunity, especially since Macworld is covering both the Mac and iOS parts of Apple's ecosystem, and PCWorld covers Microsoft and the PC so well."

"Google's Android operating system is driving the transformation of the mobile market," said IDG CSMB President **Bob Melk**. "Android has the largest user base and is the fastest growing of all operating systems. IDC puts the user base for Android devices at 1.39 billion in 2013 and predicts that number to grow by 39% by the end of 2014. Our new Greenbot site will capitalize on the huge opportunity presented by this audience and allow users to make the most of their devices, take advantage of hidden features and download undiscovered app gems."



Screen mirrors: How Chromecast compares to Miracast

Welcome to Greenbot!

How to find (or erase) a lost Android device

10 Google Play tips and tricks every Android user should

Inside Jelly for Android

Google keeps Motorola's wild advanced technology team, melds it with Android

Lenovo's getting Motorola's phones, but Google's keeping the REALLY crazy stuff.

Type faster with a better Android keyboard

Frustrated by the keyboard on your phone? We found four alternatives that improve on the status quo.

Build your own Android apps without code using Tasker

Google Glass traffic school

Screen mirrors: How Chromecast compares to Miracast

Welcome to Greenbot!

How to find (or erase) a lost Android device

***Greenbot will cater to all things Android, the world's fastest-growing operating system.***

Snell said Greenbot will eventually feature user-contributed tips and tricks in a format modeled on its existing Mac OS X Hints site. The site will use a cloud-based submission management platform called Submittable to manage user-generated content. "We will need to build community before we have a strong tip volume so that will be a priority," Snell said.

PCWorld Editor-in-chief **Jon Phillips** has taken the reins as editor-in-chief of Greenbot, with day-to-day operation of the site being managed by Executive Editor **Jason Cross**, formerly of TechHive. Staff Writer **Florence Ion**, who previously wrote about Android for TechHive, will now be focused on Greenbot. Snell said he plans to hire one more editorial position dedicated to Greenbot in the near future.

"I think our biggest challenge is to find where we can make a difference," said Snell. "The Internet is full of Android sites; we need to keep seeking the areas where we can be different. Is it tips or news analysis or something else? We won't know until we try. We need to learn what the audience really wants and where we can add to the conversation, not just duplicate what every other Android site out there is doing."

For more information, contact Jason Snell. ■

# OneonOne

## Matthew Smith

## *IDG Connect International*

***The managing director of IDG Connect International is this week's columnist. Reach him at matthew_smith@idg-connect.com.***

> "Clients are now expecting publishers to become more accountable for their own internal sales process. This is demonstrated by a requirement for more sales-ready leads over standard marketing downloads. In fact, we are now seeing clients request the setting of appointments by Connect for their own field sales."

**Q What is demand generation, and how does it differ from traditional lead generation?**

A Demand generation is the category of driving marketing spends while lead generation is the activity. I personally feel that demand generation and lead generation are the same thing in the mind of the buyer. Lead generation traditionally focuses on delivering white paper downloads with a user submitting business card information. Lead generation became the entry point for demand generation activity, but I think these lines of definition have blurred over time. We can all agree, however, that both lead generation and demand generation have a common end goal for all our customers: ROI.

**Q Can you describe what is involved in demand generation?**

A Demand generation today encapsulates a variety of functions that have developed as standalone categories, which, when executed correctly, can drive stronger ROI. I refer to these as the Power of 5: content, brand, social, emotion and data. When discussing demand generation with clients, all of the above form part of that conversation — with the database core to that discussion. The challenge is how to drive engagement for our clients in an increasingly noisy marketplace.

**Q What are some trends you are seeing in the demand generation business today?**

A Clients are always shifting focus from one marketing segment to another, IT to line of business or by geography. Therefore, trends will vary by region, area of business and the buzz of the day. In general:

- Competition and economic challenges have seen the rise of vendors looking to target frontier markets. An example of this is the growing interest in the so-called MINT (Mexico, Indonesia, Nigeria and Turkey) markets. Please see this article.
- Clients are now expecting publishers to become more accountable for their own internal sales process. This is demonstrated by a requirement for more sales-ready leads over standard marketing downloads. In fact, we are now seeing clients request the setting of appointments by Connect for their own field sales.
- There is now a requirement for stronger analytics and for publishers to interpret them. It's not just big data, but fast data and how quickly publishers can supply business intelligence.
- Customers have now invested heavily in both marketing automation and social listening tools but lack the resources and skill to manage them.
- Content marketing is still being driven by the marketing department and is based on beliefs rather than audience needs. We see this slowly changing, but 90% of content creation fails to include a product leader in the discussion.

The implication for IDG Connect is that we must review and change the skill set of our operations team so they are competent in understanding marketing automation platforms, website build and mobile development and can educate clients on specific regions and countries — their market knowledge needs to be truly global.

**Q What sort of interest are you seeing among our customers for demand generation service?**

A In the lead generation area it would not surprise anyone if I said higher qualified leads for lower cost, but for the whole category we face a new breed of competitors: the growing number of advertising agencies looking to become publishers and boutique PR companies becoming buyers. They face challenges themselves and want to move beyond the buying and planning process. By aiming to omit publishers, they start to become competitors. There was a great line from an article featured in Digiday that stated, "Major agencies are building content studios and editorial operations but their background is in advertising — content has never really been in their blood. That's why, in the short-term at least, publishers are best placed to fill the gap."

**Q Who are some of the key players in the demand generation field?**

A TechTarget, CBSi, Madison Logic, Spiceworks, UBM and eMedia are what I would call our core global competitors — they can offer services at scale. Local competitors will also exist in each country. There is also the emergence of providers such as Integrate, LolaGrove and specialist telemarketing companies that offer dedicated lead generation services. The competition is becoming broader, with niche players and specialist providers a real threat. In addition to this, technology and platform development is moving at pace; this has resulted in smarter analytics and reporting with better delivery and service. I continually update what I would classify as our "competitor quadrant" and look at how we, as a business, can move beyond the noise through innovation and product development.

**Q Can you explain the basic mission of IDG Connect?**

*continued on page 6*

# IDG Australia's Women in ICT Awards showcase support for workplace diversity

ARN's second annual Women in ICT Awards (WIICTA), held late last year in Sydney, was "incredibly successful in a variety of ways," said **Susan Searle**, ARN president and publisher. The awards recognize and celebrate female excellence in the ICT channel, rewarding professional achievements and outstanding results.

"In an industry that is extremely male-dominated, particularly at the executive level, companies are enthusiastic about recognizing women for many reasons," Searle said. "Most understand that diversity in the workplace leads to greater productivity and increased performance, and many have corporate strategies to encourage and promote diversity and inclusion. These awards have become a way that they can show their support for workplace diversity."

There were a record 50 nominations for the awards' six categories, "a real testament to the growing support of these awards from the ICT community," Searle said. "We attracted a powerful judging panel, which included 10 CEOs from vendor, distributor and reseller organizations. There were 13 sponsors, and revenues were more than double the previous year's."

Two hundred and fifteen people attended the awards lunch. Sponsors received co-branding in awards materials, online and at the lunch itself and were invited to fill a table of 10 guests. "We encourage that both men and women attend to celebrate gender diversity in the workplace," Searle said. Sponsors included Autodesk, Dell, Hewlett-Packard, IBM, Toshiba and VMware.

ARN Women in ICT AWARDS

Awards were given in the following categories:

- 'Achievement' recognizes outstanding commitment to the ICT community through career development and professional achievements.
- 'Technical' honors the candidate who has excelled in IT and engineering, demonstrating a proven depth of knowledge and abilities.
- 'Community' goes to the candidate with exemplary service to the ICT sector through philanthropic initiatives and efforts to foster a positive work environment for women.
- 'Entrepreneur' recognizes a woman who has achieved outstanding results in IT through risk taking and initiative.
- The 'Innovation' award goes to the candidate who is a stand-out in delivering big-picture ideas and vision, responding to change and discovering unique and challenging business opportunities.
- 'Rising Star' recognizes the candidate with a commitment to continuous career advancement and a proven desire to reach the next level of professional development.

*Some 215 attendees came to the awards event, which was held as a luncheon as one of the means to distinguish it from ARN's other awards ceremony, traditionally held in the evening.*

Submissions are shortlisted by an internal ARN panel; this list is sent to the external judging panel.

Australian journalist and TV presenter Indira Naidoo, an ethnic and gender activist, hosted the event. Keynote speaker and Westcon Executive VP Wendy O'Keeffe talked about how she broke into the fledgling IT industry and became a senior executive of a global company. In her closing remarks, Searle encouraged women to "put your hands up for leadership positions and allow yourselves to believe you can make the team.

"Gender imbalance in the ICT industry is not a female issue," she said. "It is a problem affecting all IT companies and exists throughout IT departments in the broader workplace. We made a specific point of making the marketing for the WIICTA awards non-gender specific, respecting that both men and women can share a common goal for increased diversity. In fact, we went out of our way to encourage men to nominate their female colleagues and to attend the WIICTA lunch."

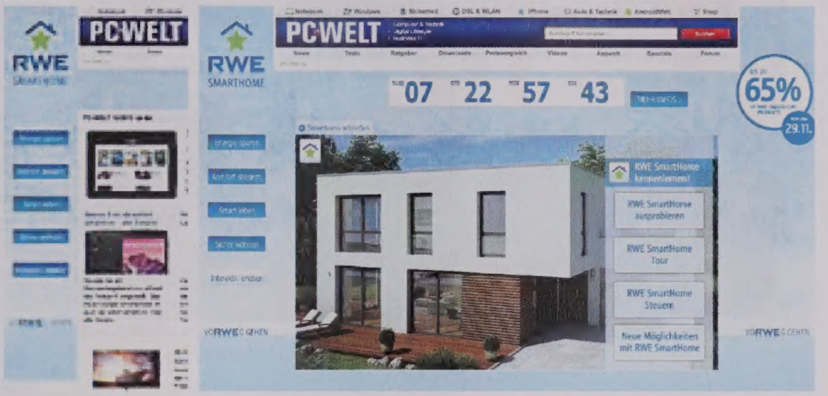
"Please accept our heartfelt congratulations to you and the whole team at ARN for instigating the WIICTAs and raising the attention that the initiative receives, and therefore the influence it is having and will continue to have in improving the working environment for women in ICT," said a VMWare representative.

The WIICTA team included Searle; Senior Editor, Events **Jennifer O'Brien**; Events Manager **Alexandra West**; Editorial Director **Mike Gee**; Associate Publisher **Jessica Ross**; Group Advertising Manager **Janice Tong**; and Business Development Manager **Cherry Yumul**.

The third WIICTA will be held Nov. 27 in Sydney. Contact Susan Searle. ■

# Germany's IDG Tech Media charges into new custom ad program for utility company

IDG Tech Media's PCWelt.de was the sole platform for a custom ad campaign for RWE, one of Europe's largest utility companies. RWE chose Germany's PCWelt to promote its SmartHome project, which allows consumers to control electricity usage in their home via an RWE app or the Internet and keep their utility costs down.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RWE SmartHome kennenlernen!
RWE SmartHome ausprobieren
RWE SmartHome Tour
RWE SmartHome Steuern
Neue Möglichkeiten mit RWE SmartHome
VORWEG GEHEN

***IDG Tech Media created a multi-button skyscraper ad unit (left) for utility company RWE's SmartHome program that when clicked on led users to an interactive overlay with videos and animations on various SmartHome topics.***

According to IDG Tech Media Senior Key Account Manager **Thomas von Richthofen**, the week-long campaign ran across all of PCWelt.de in November as part of RWE's annual SmartFriday program in which consumers can receive discounts on hardware bundles of up to 65%. It was the first time RWE had booked an ad program with IDG Tech Media.

*The IDG Tech Media team that worked on the RWE project included (top to bottom) Senior Key Account Manager **Thomas von Richthofen**, Senior Marketing Manager **Sabrina Schmidt**, Custom Solutions Group (CSG) Director **Markus Pilzweger** and CSG Creative Online Director **Rainer Bachmaier**.*

"RWE came to us when its media agency's proposals were not innovative and eye-catching enough," von Richthofen said, noting that RWE was targeting a high-income, tech-savvy audience, older than 40, which PCWelt.de could supply.

"We equipped the skyscraper ad unit on the left side of our site's pages with five buttons that led users to RWE's SmartHome topic pages that described aspects of the program," von Richthofen said. "These topic pages overlaid the PCWelt page and within the overlays were videos and interactive flash animations on the various SmartHome topics."

Von Richthofen said the campaign delivered to RWE 650,000 impressions and 16,602 clicks within the ad during the campaign, adding that RWE was "very pleased" with the campaign and its results.

An integral part of the custom solution von Richthofen and his team devised was a countdown ticker in the ads. "We also thought that the campaign should not be merely pure branding for RWE but should educate users on the SmartHome program in an entertaining and interactive way," he said.

The first, countdown phase of the program ran for the six days leading up to SmartFriday and offered users interactive information about the program, as well as a reminder to check out the special discounts that would be available on SmartFriday.

Phase two ran for 24 hours on SmartFriday and highlighted the available discounts that could be found throughout the interactive formats.

"Our regular advertising space didn't offer enough space for all the detailed information RWE wanted to get across," von Richthofen said. "This is why we equipped the left skyscraper unit with various buttons that led to the flash and animated overlays that offered more information on RWE's main topics."

Working with von Richthofen on the RWE project were Senior Marketing Manager **Sabrina Schmidt**, Custom Solutions Group (CSG) Director **Markus Pilzweger** and CSG Creative Online Director **Rainer Bachmaier**. "This was a technically complex campaign," said IDG Tech Media Publisher **Jonas Triebel**, "but our ad team just made it happen."

Contact Thomas von Richthofen. ■

# IDG Direct offers telemarketing services to IDG business units, partners

Four years ago, IDG Connect began using outsourced telemarketing providers to improve the quality of its database. But concerns over data management and the quality, professionalism and cost of outsourced providers led it to establish an independent subsidiary, IDG Direct, to develop intelligence on its growing database of leads.

"We quickly realized that the volume of activity we were conducting both internationally and from our U.S. business meant that having our own call center made financial and business sense," said **John O'Malley**, CEO of IDG Connect and IDG Direct, which is based in Dublin, Ireland. "We could also see the growth of telemarketing activity across other IDG business units and wanted to create a model that would not only benefit Connect but would be available for use by all of IDG and our licensed partners.

"Telemarketing has changed significantly over the past two years," noted **John Moran**, general manager IDG Direct. "Two years ago we were a volume supplier. We now have more than 120 staff members working on a variety of complex campaigns such as target account, account profiling, research, data cleaning, BANT [Budget, Authority, Need and purchase Timeframe] and lead nurturing."

***John Moran**, general manager of IDG Direct (center), poses with a group of telemarketing agents at the company's office in Dublin, Ireland.*

Poor practices and renegade external providers have resulted in telemarketing becoming a dirty word within the market, Moran noted, so IDG Direct's sales and operations teams have to spend time educating customers on the benefits of telemarketing and explaining the processes and standards the company has put in place. "We ran our first successful on-site workshop in Dublin with one of our customers in December. Viewing the physical site and meeting the people who manage and work on their campaign creates confidence and legitimacy in what we do," Moran said. "The talent we have within the IDG Direct operation is fantastic with each team member showing an excellent level of professionalism and dedication to IDG."

While IDG Connect remains its largest customer to date, O'Malley said it is important to note that IDG Direct is an independent business unit. "Data from other companies that we work with is treated in isolation and not shared with any employee at IDG Connect."

One long-standing customer is IDG Australia, which has been using the IDG Connect database of Australian users to help fulfil campaigns for about three years. Following a recent visit and tour of the IDG Direct operation, IDG Australia Managing Director **Davy Adams** is now using IDG Direct to help deliver leads from IDG Australia's own database with the company's own dedicated team.

"I would encourage all IDG business units and license partners to at least run a pilot with IDG Direct to experience how we can help," said O'Malley.

For more information, contact John Moran.

*continued from page 3*

## One on One

A We want to establish ourselves as a true category leader within the demand generation space. From traditional lead generation to our services division, Connect aims to be in a position where we are involved from content inception through to lead nurture and consulting with our customers on how to get the best ROI. Our editorial strategy is crucial to our success. We currently cover the transformative effects of ICT all over the world, looking at ways digitization and the Internet are improving the education, health care, social justice and competiveness of growing economies. We interview movers and shakers who are changing the world through technology, and we are particularly interested in parts of the globe that are moving fast towards prosperity. Our focus is on longer articles that get beneath the surface of news events. Our audience is not treated as an email list; they also act as citizen journalists and contributors to our site. We want to harness that further and build peer-to-peer interaction whilst supplying valuable content to our diverse readership.

**Q Any advice for business units with regard to implementing/bolstering demand generation offerings?**

A I would suggest the following:

1. Have in place a solid team structure from inception to delivery.
2. Understand your data and spend time looking at email reputation, format and delivery.
3. If you lack confidence in your ability to meet a client's delivery schedule, don't be afraid to push back on client demands. Educating and providing rationale can often result in a customer making a concession.
4. Remember that the audience you are looking to source revenue from is also your core readership, so treat them with respect — avoid using the same subject line and email copy.
5. Encourage your operations and fulfilment teams to be trained on marketing automation tools and the use of data analytics.
6. If using an external telemarketing agency visit them and find out what level of training they have and listen to calls on a continual basis — they are ultimately representing your brand.
7. Don't be afraid to test and try — if it doesn't work, move on and try something different. ■

# noteworthypeople

## New employees

Kim

**IDC Singapore** has hired **James Kim** as an account manager; he will manage and develop such key accounts as Intel, Samsung, Toshiba and Apple. He previously worked in various roles in the financial services industry and holds a degree in political science from the University of California/Berkeley. In his free time he enjoys swimming and outdoor activities. jkim@idc.com

Chen

Also new at **IDC Singapore** is Senior Market Analyst **Brandon Chen**. He was previously a senior market analyst for Subsea 7 and has also worked for Samsung Singapore as market research manager. He earned a B.A. in business studies from the U.K.'s University of Sheffield. bchen@idc.com

Virollet

**IDC Australia** welcomes Associate Market Analyst **Lydie Virollet** to its Software group. She has worked in accounting, management consulting and marketing in a wide range of industries from agriculture to IT and in countries including Spain, France and the Netherlands. She holds a degree in finance from the French Business School in Lyon and one in international business and strategy from the Australian School of Business at the University of New South Wales. Away from the office she enjoys playing the piano, going to the beach and discovering new cultures. lvirollet@idc.com

*Send Noteworthy information to world_update@idg.com.*

## IDG U.K. Tech Media talks PR

IDG U.K. Tech Media is in the midst of an outreach effort aimed at telling the local PR industry about its successful brands: PC Advisor, Macworld U.K., Digital Arts and Tech Advisor. The editorial team starred in this photo, which will be part of an information packet that explains the brands, what they cover, audience size, who to connect with for various product categories and editor profiles.

*IDG U.K. Tech Media editors at their photo shoot: (seated, l-r): Senior Staff Writer **Chris Martin** and Editor **Karen Haslam**. (Standing, l-r): Editor **Jim Martin**, Editor-in-chief **Matt Egan**, Production Editor **Marie Brewis**, Production Editor **Rob Woodcock**, Online Editor **Dave Court**, Editor **David Price**, Art Director **Mandie Johnson**, Group Multimedia Editor **Dominik Tomaszewski**, Staff Writer **Ashleigh Allsopp** and Editor **Neil Bennett**. Not pictured: Reviews Editor **Andrew Harrison**.*

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**33**
***Karen Weston*** *IDC*

**27**
***Paul Mercer*** *IDG List Services*

**26**
***Gregg Pinsky*** *Digital Solutions Group*
***Laura Brady*** *IDG*

**25**
***John Cox*** *Network World*

**19**
***Julie Boudreau*** *IDG*
***Barbara Simon*** *IDG Australia*

**17**
***James Niccolai*** *IDG News Service*
***Susan Cheng*** *IDG Ventures Services*

**16**
***Jeff Coles*** *IT World Canada*
***Kate Zinn*** *IDG Global Solutions*

**14**
***Donald Jin*** *IDC*
***Brad Nickerson*** *IDG*

**12**
***Neal Silverman*** *IDG Enterprise*

**11**
***Melinda-Carol Ballou*** *IDC*

**10**
***Jason Cunliffe*** *IDC*
***Efrain Lopez*** *IDC*
***Todd White*** *IDC*

**7**
***Michelle Hockman*** *IDC*
***Pam Stenson*** *CXO Media*
***Mikael Salo*** *IDG Sweden*
***Anna Lagercrantz*** *IDG Sweden*
***Tina Marfori*** *IDG TechNetwork*
***Susan Celli*** *IDG World Expo*

**6**
***Alexis Bartiromo Hines*** *IDG Enterprise*

**5**
***Gregg Keizer*** *Computerworld*
***Jason Fleckles*** *CXO Media*
***Christoph Mayer*** *IDG Switzerland*
***Wijnand Plekker*** *IDG Netherlands*
***Marci Yamaguchi Hughes*** *IDG World Expo*

**4**
***Nina Barnes*** *CXO Media*

**3**
***Min Song*** *IDC*
***Denise Lund*** *IDC*
***Dan Swinhoe*** *IDG Global Solutions*
***Paula Estrutti Campelo*** *Now!Digital Business (Brazil)*
***Jorge Amador Rodriguez*** *IDG TechNetwork*

**2**
***Catherine Soper*** *IDC*
***Thor Olavsrud*** *CXO Media*
***Jesper Markmann*** *IDC Nordic/Denmark*
***Mehmet Semerkant*** *IDG Germany*
***Derek du-Preez*** *IDG U.K.*
***Patrick van As*** *IDG Netherlands*
***Joey Noordhoorn*** *IDG Netherlands*
***Thomas Alexander*** *IDG Engineering Solutions Group*
***Stephanie Seeley*** *InfoWorld*

**1**
***Rafal Wojcieski*** *IDG Poland*
***Kristin Siano*** *Digital Solutions Group*
***Catherine Li*** *IDG TechNetwork*

## IDC tracks one billion smartphones

According IDC's Worldwide Quarterly Mobile Phone Tracker, the worldwide smartphone market reached yet another milestone, having shipped one billion units in a single year for the first time.

Vendors shipped a total of 1,004.2 million smartphones worldwide, up 38.4% from the 725.3 million units in 2012.

Smartphones accounted for 55.1% of all mobile phone shipments in 2013, up from the 41.7% of all mobile phone shipments in 2012.

# celebrating20

## Anders Lotsson

*Senior writer*
*Computer Sweden*

*Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. Computer Sweden Senior Writer Anders Lotsson traveled to Armenia and Georgia in 2013.*

**Joined IDG Sweden:** 1992. I have been writing for just about all sections of Computer Sweden, but I specialize in research and advanced technology. I also write a column about IT language and edit Computer Sweden's online IT dictionary.

**What's ahead, career-wise:** I stick to what I know — writing. But I'm going to learn how to shoot digital video for the web.

**Why I chose this trip**: I have been fascinated by the Caucasus for many years, but I have never been able to go there until now. I wasn't disappointed.

**Who I traveled with**: My partner, Chere Nelson.

*Lotsson*

**Trip highlights**: In Georgia, downtown Tbilisi is like no other city, and the wines of Kakheti were a pleasant surprise. The people are friendly and know how to have a good time, and we never had a meal that wasn't great. In Armenia, there are fantastic stone carvings almost everywhere, some of them more than 1,500 years old. We were taught to enjoy Armenian brandy (you mustn't call it cognac), which puts the French to shame. And even from Yerevan, you can see Ararat, inaccessible in Turkey more than 50 kilometers away, reaching far above the horizon.

***Sevanavank Monastery is, as the name suggests, by the great lake Sevan in Armenia. The monastery was founded in 874 by King Ashot. The last monk left in 1930. Now it's mainly a tourist attraction.***

***Downtown Tbilisi is a wonderful mix of wooden porches, the typical conical church towers and the odd hypermodern building. On top of the hill, a giant statue of Mother Georgia, erected during the Soviet era, is still standing.***

***At more than 5,000 meters above sea level, Mount Kazbek, or Kazbegi, is one of the highest peaks of the Caucasus range. It stands close to the Russian border in an area that is now beginning to attract skiers.***

***This Georgian man is singing for donations outside the cathedral in Mtskheta. Georgians love to sing and dance and have a unique tradition of polyphonic singing.***

## thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

**Sarah Donato** *IDG Consumer & SMB*
**Matt Egan** *IDG U.K.*
**Anders Lotsson** *IDG Sweden*
**Bob Melk** *IDG CSMB*
**Susan Searle** *IDG Australia*
**Matthew Smith** *IDG Connect International*
**Jason Snell** *IDG CSMB*
**Thomas von Richthofen** *IDG Germany*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

27 JANUARY 2014 | VOLUME 44, NUMBER 4 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

## IDG business units honored for achievements in FY2013

*Four IDG business units in the U.S., Germany, India and the U.K. earn IDG Communications Chairman's Achievement Awards honoring outstanding performance in seven areas.*

**SEE MORE ON PAGE 2**

## Also inside

Macworld/iWorld sponsors Mac30th Celebration

One on one: IDG Consumer & SMB Online Managing Editor Philip Michaels talks video

IDG Switzerland publishes Swiss Leader special issue

IDG Netherlands launches CXO.nl

*On the job: Program Management Director Stephan Hoppe, Strategic Marketing Services, IDG Germany*

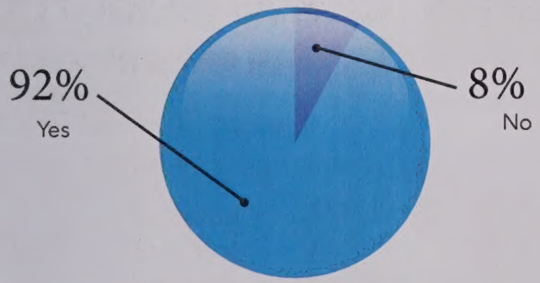
**SEE MORE ON PAGE 6**

*Unsung Hero: IDG Research Services Research Manager Sean Galvin is this week's nominee.*

**SEE MORE ON PAGE 8**

## Question of the week results

Do you have a LinkedIn profile?

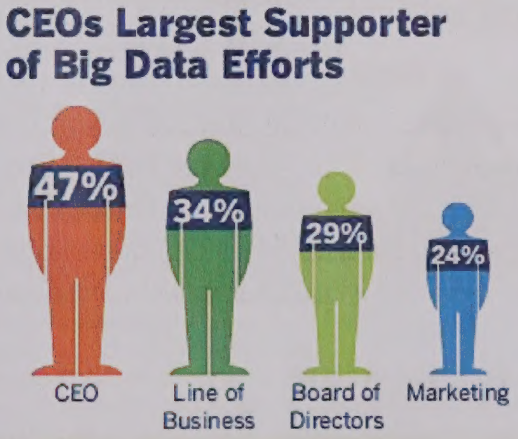


**Log on to www.idgcentral.com to vote on this week's question:**

Have you ever donated to a crowdfunding site?

CLICK HERE

## Big Data: trends and opportunities



*More than 750 readers of IDG Enterprise's six brands responded to a recent online survey regarding big data. The goal: to gain a better understanding of organizations' big data initiatives, investments and strategies. Click here to view an excerpt.*

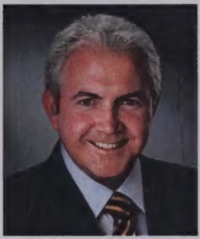
# IDG Chairman's Achievement Awards honor outstanding FY13 results

*The following IDG Communications business units were recipients of the FY2013 IDG Communications Chairman's Achievement Awards. Winners receive an engraved silver plate and a personal note from IDG Communications Chairman* ***Pat McGovern****.*

### Highest percentage increase in total company revenues

**Winner:** IDG India — 20.7%
**Runners-up:**
TechNetwork (U.S.) — 16.6%
IDG Korea — 11.9%
IDG World Expo (U.S.) — 5.5%

*IDG India President & CEO* ***Louis D'Mello***


*IDG Connect CEO* ***John O'Malley***

### Highest total company profit margin

**Winner:** IDG Connect — 20.1%
**Runners-up:**
IDG Enterprise — 18.5%
IDG International Publishing Services — 11.4%
IDG U.K. — 8.6%

### Highest percentage increase in online revenue

**Winner:** IDG India 58.5%
**Runners-up:**
IDG Korea — 19.2%
TechNetwork (U.S.) — 16.6%
IDG Australia — 5.2%

### Highest percentage increase in unique visitors

(minimum of 1 million visitors to site)

**Winner:** IDG U.K., PC Advisor online —163.3%
**Runners-up:**
IDG U.K., MacWorld online — 46.6%
IDG Germany, GamePro online — 41.9%
IDG U.K., Digit online — 25.4%

*IDG U.K. CEO and Managing Director* ***Kit Gould***

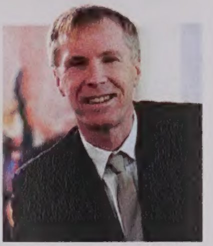
## From the Twittersphere

Thanks @IDG Research for unearthing this 33 year-old television news report discussing the prospect of consuming newspapers on the computer. Check it out here.

David Cole
S.F. Examiner
*"It's an experiment. We're trying to figure out what it's going to mean to us as editors," explains S.F. Examiner Editor David Cole.*

### Highest percentage increase in revenue per visit

**Winner:** IDG Germany, TechNetwork — 73.1%
**Runners-up:**
IDG Spain, Computerworld online — 66.8%
IDG Sweden, Biotech online — 52.1%
IDG Spain, CIO online — 50.6%


*IDG Germany President & CEO* ***York von Heimburg***

### Highest increase in a business unit's event profit margin

(company must be profitable in both years)

**Winner:** IDG Germany — 6.8%
**Runners-up:**
IDG Enterprise — 6.1%
IDG Switzerland — 3.9%
IDG India — 2.8%

### Highest percentage increase in event revenue

**Winner:** IDG India — 30%
**Runners-up:**
IDG Australia — 27%
IDG Sweden — 24%
IDG Enterprise — 10%

## Macworld/iWorld sponsors Mac 30th

The Macintosh computer debuted on Jan. 24, 1984, and three decades and a day later Macworld / iWorld served as a sponsor at a gala event to mark the historic launch. The Mac30th Anniversary Celebration was held at the same place where Apple co-founder Steve Jobs unveiled the computer: the Flint Center in Cupertino, Calif.

"Given that Macworld Expo and Macworld magazine were part of the initial Macintosh rollout, I felt it was a good idea for us to take a supportive role at this event," said IDG World Expo General Manager/VP **Paul Kent**. Macworld / iWorld was co-branded as a presenter of the event, gaining goodwill with the community, Kent said, and he had a few minutes on stage to thank the developers of the original Mac for their work.

Macworld / iWorld provided one of the commemorative giveaways: a card with the cover of the first Macworld magazine with Steve Jobs showing off the first Mac.

MACWORLD
Macintosh
***Macworld's premier issue in 1984.***

# OneonOne

## Philip Michaels

*IDG Consumer & SMB*

***The online managing editor for IDG Consumer & SMB is this week's columnist. Reach him at pmichaels@idgcsmb.com.***

> "Humor and personality are also key — videos that our readers have responded to showcase the personality and enthusiasm of our editors almost as much as the products we're talking about."

**Q What's the video strategy for IDG's consumer brands?**

A In 2012, when we were in the process of redesigning Macworld and PCWorld as well as preparing TechHive for launch, we decided that video would be an important part of our online efforts. The products we cover have a visual appeal to them that translates well to video, and it's just as illustrative for us to show a two-minute clip of a product in action as it is to write several paragraphs describing that same feature. What's more, video helps distinguish us from other tech sites out there — some simply don't have the resources to produce video while the ones that do tend to settle for lower-quality video. It's really an area where we can stand out.

**Q How much video do you produce in an average month?**

A We produce somewhere between 30 to 40 videos on a monthly basis. Of course, that can spike up in months where there's a big event or conference that we're covering. For this month's CES show, for example, we produced 66 videos.

**Q Who's producing the videos for you?**

A On the editorial side, we have one multimedia producer — **Kerry Davis** — who works with other editors to develop video ideas. We also work closely with **Zack Stern**, who heads the video production group for IDG Communications. Zack coordinates our video editors and camera crews and works closely with Kerry to make sure our finished product meets a high standard. It's an example of some pretty effective coordination between our editorial department and Zack's IDG group.

**Q Do most of your videos accompany traditional articles?**

A At this point, all of our videos run with articles, though in some cases, those articles largely exist to give the videos more prominent play in our headline rolls and RSS feeds. That said, we do have dedicated video pages (www.techhive.com/video, for example), and the homepage of each consumer site includes a video player that highlights recent videos. Our plan for 2014 is to develop regular video programming — weekly and monthly shows, basically — that are less dependent on articles.

**Q What have you learned about what readers want in terms of video content?**

A We've found that videos connected to reviews and how-tos tend to have the most success, as it helps illustrate the points we're talking about in an article. Those videos also have a longer shelf life than ones tied to news events, so we can use them over and over again. We've also heard from a majority of our readers that they don't like videos that auto-play.

**Q What makes for great video content?**

A We've found that length is very important. While there are exceptions, of course, for more substantive reports, we've found that the most effective videos tend to keep things to a couple of minutes at most. Humor and personality are also key — videos that our readers have responded to showcase the personality and enthusiasm of our editors almost as much as the products we're talking about. I'd point to our video on Facebook status message faux pas at as one that really got across the voice and the attitude that TechHive brings to its stories.

And we're also fortunate to have people like Zack and Kerry who are 100-percent focused on video. Having someone with video expertise coordinating things means you get a quality finished product.

**Q Is there anything that doesn't work as well?**

A We've experimented with having editors shoot their own footage, particularly of product demos at CES 2013, but you end up with shaky footage and a product that feels amateurish. The lesson we learned there was to have dedicated camera operators and video editors who know how to properly frame and package a shot. We've experimented with doing quick reaction videos and news reports tied to breaking news events, but these have a short shelf life while still requiring a lot of effort to produce. We'll still do a news video from time to time, but it's certainly not our focus the way it used to be.

**Q How long have you been with IDG?**

A I started at Macworld in 1999, editing the front-of-the-book section of the magazine. Eventually, I took over the operation of Macworld's website at the time our company was moving to an online-first model of publishing. My involvement with video production is somewhat reminiscent of that: I feel like we're experimenting with new ways of reaching our audience to educate them about technology. ■

# IDG Switzerland expands audience for special issues, creates revenue opportunity

Over the past few years, IDG Switzerland has found that CIOs and advertisers — and increasingly, CXOs — have had a growing interest in its Computerworld-branded print special issues. Late last year, the newest title in its portfolio, Swiss Leader Special, made a big contribution to the company's bottom line.

The second annual issue featured the results of interviews with more than 30 C-level executives about the importance of IT in their businesses. At 92 pages, it was almost twice the size of a regular CW issue, and 22% of the pages were advertising, "an excellent share for print issues in Switzerland," said Head of Sales Support **Daniel Frey**.

He attributed advertiser interest to the audience of CXOs with high incomes, the expanded circulation of the special issues at regular advertising prices and high-quality paper stock. "and, of course, content that really fits the focus of this demanding target group."

Ninety percent of the editorial content was written in-house. According to Computerworld Switzerland Editor-in-chief **Hansjörg Honegger**, featuring a female CEO on the cover — Franziska Tschudi of Weidemann Group — has brought the company much positive feedback from readers and advertisers.

The backbone of the issue is an overview of the results of a major survey, the first of its kind conducted by IDG Switzerland, of more than 400 IT decision makers regarding their satisfaction with IT software, hardware and services from more than 60 companies.

The full results of the survey is available through IDG Analytics, an online research tool that costs 2,400 Swiss francs a year ($2,507) and includes data from various surveys conducted by IDG Switzerland and in some cases jointly with IDC.

Swiss Leader doubled its profit from 2013, and with this increase, IDG Switzerland's four special issues were its top four issues in 2013.

The other CW-branded annual special issues are Swiss IT, based on a major survey of more than 1,000 managers regarding the country's ICT market; Swiss CIO, with long-form interviews and photo spreads of prominent CIOs; and Top 500, a list of the 500 largest ICT companies in Switzerland with detailed market analysis and case studies.

Computerworld
SWISS LEADER
MANAGEMENT AUF C-LEVEL
Wenn IT lästig wird
Franziska Tschudi ist CEO der Wicor-Gruppe, ihr Bruder Daniel verantwortet die Informatik. Beide finden IT genial, nur die Methoden mancher Anbieter nicht
WAS ANWENDER WOLLEN: die grosse IT-Zufriedenheitsstudie

***Readers and advertisers gave IDG Switzerland much positive feedback for featuring a female CEO on the cover.***

Swiss Leader doubled its profit from 2013, and with this increase, IDG Switzerland's four special issues were its top four issues in 2013, having a combined 63% share of the company's annual revenues.

Though digital rules the publishing world these days, Honegger said that high-value print products still have the potential to be very successful in Switzerland.

"CXOs are very interested in compelling and independent content: background information, analysis, well-written articles and interviews and a means to learn more about potential contacts," he said.

Honegger noted that his team's ongoing effort to build closer relationships with the C-level community, in part through the company's CIO Roundtable events, have helped them gain the trust and cooperation of that audience to make these special issues possible — and profitable.

Select articles from Swiss Leader are available online and the issue is available to non-subscribers as a PDF for 19.80 Swiss francs (US$22).

Write to Hansjörg Honegger. ■

# IDG Netherlands launches CXO.nl to provide a business perspective on IT

IDG Netherlands' Family of Brands — one online platform containing its enterprise sites Webwereld, Computerworld and CIO — added a new member late last year with CXO.nl.

"Unlike our other sites for IT professionals and traditional IT decision makers, CXO.nl is aimed at C-level managers — primarily CFOs, CMOs and CEOs — that have little to no background in IT but can profit greatly by using IT to reach their goals," said Editor-in-chief, Business Media **Sander van der Meijs**.

Van der Meijs said addressing this audience requires a different approach than is used for the IT-oriented sites. "The main concern of our CXO.nl audience is business, not IT. However, it is essential that this audience use the best tools to reach their business objectives." He said there is a great need for practical information, do's and don't's and case histories. "CXO.nl,'s tagline is 'A Business Perspective on IT.' While IT is what we focus on, it's always with an eye to improving business."

The site posts one article each business day; titles have included "How IT Changes the Life of a CEO," Eight Ways to Make Money with IT" and "Get the Right Message to the Right Customer at the Right Time." "We show them IT's possibilities," van der Meijs said, "the tools they can use and the directions they can go in through interviews with business leaders, listicles of interesting tools and articles about industry trends."

{ A business perspective on IT

CXO.nl's longer articles are written by a team of three freelance journalists who are experts in the fields of marketing, finance and human resources/general business issues. CXO.nl also uses content from BlogIT, a Dutch IT journalism site, for stories with a more general IT business interest.

"Launching CXO.nl is the natural response to more and more tech buying being done by other lines of business than IDG's core audience of IT professionals and decision makers," said Sales Manager, Business Media **Liam Baker**. "Our advertisers have identified them and are spending more to reach them. Now IDG Netherlands is a one-stop shop for all tech decision makers, including the board of directors, and we can offer advertisers everything 'from bit to board.'"

CXO.nl also has content-based partnerships with third-party publishers that offer more vertical content to a specific audiences, such as finance, sales, marketing and human resources. "By partnering," Baker said, "we get a wider audience base and can provide a deeper reach within those vertical areas, which, in turn, makes for better results for our clients."

*(L-R): IDG Netherlands Business Media's Sales Manager **Liam Baker**, Editor-in-chief **Sander van der Meijs** and Product Manager **Joey Noordhoorn** have guided CXO.nl since its November launch.*

Baker said this approach is "very scalable with little risk. Clients know and trust our tech content and see that it fits our positioning in the local market. We are also seeing a growing international demand for our CXO brand. We provide IDG Global Solutions with a way to be a full-service partner for clients that want to book the Netherlands through them."

Since its launch in early November, CXO.nl has seen 7,000 unique visitors and 12,000 visitors monthly. "Our goal was to reach 10,000 uniques and 15,000 visitors monthly in six months," said Product Manager, Business Media **Joey Noordhoorn**. "Running ahead of schedule confirms to us that IT interest is significantly growing in the boardroom."

Contact Business Media Publisher **Maringo Vlijter**. ■

## Family of brands leads to scale

IDG Netherlands' Family of Brands concept for its enterprise brands rolled out in April 2013. "We wanted to be mobile-responsive with all our sites and create a digital editorial engine that would allow us to create scale in our assets where it is most needed," said Business Media Publisher **Maringo Vlijter**. "This is crucial in a market niche, especially in a small market like ours where generating enough volume to monetize sites can be a challenge."

Since last April, the sites have grown in page views; Computerworld is up 23% and CIO 299%, according to Vlijter. He noted that "if we get a large commercial campaign on any of our four assets we have a digital editorial engine that can scale and deliver." Since the four brands are tabbed on one site, using one CMS, one database, a single cross-brand sign-in program, one editorial department and common digital building blocks, "our content integration and campaigns can be rolled out very easily and cost-effectively."

*Job spotlight*

# On the job: Program Management Director

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name** Stephan Hoppe

**Title** Director, Strategic Marketing Services Program Management, IDG Business Media, Germany

**What does a director of program management do?** In Germany, Strategic Marketing Services (SMS) is a team within the sales department. Our job is to deliver the complex multimedia campaigns of our customers. Basically, this means every time we have to create content for a campaign SMS gets involved. We have a team of project managers and editors responsible for creating, publishing and promoting the respective content pieces and managing the resulting campaigns with regards to time and budget goals. While we serve as consultants during the sales process, we take over most of the client communication after receiving the booking. Often, special skills are necessary to create content, so we work with service providers both in and outside of IDG. This means management of information is an important part of our job. We have two teams within SMS; one focuses on new ideas for products and programs, while my team focuses on their delivery. As the team lead, I'm responsible for resource management (time, cost, manpower) and the ongoing optimization of our processes.

**What product or service do you deliver, and who are your primary customers?**
The main focus of our programs is online, including products like partner zones, whitepapers, e-magazines or rich-media ads. Quite a few include print products such as sponsored supplements. Video production is an increasingly important area. We have done webcasts for many years; they are now supplemented by all kinds of custom-made video formats, from interviews to image videos and event documentaries. We have also done a number of mobile products (tablet magazines and mobile microsites) and social media campaigns (managing Twitter accounts to extensive community-building programs). The sales representatives are our direct customers, but we have very close contacts with the advertising clients.

**What are the key skills required to do your job?**
You need to have a talent for organization. Managing multiple client programs means maintaining the overview of the process of creating different campaign elements with many stakeholders, keeping in mind time and budget restrictions. An understanding of the ICT market, advertising trends and user behavior is also important. In addition, leading a team means enabling and motivating your colleagues.

**A typical day**
Every day is different, but there are things that need to be done often: Checking the status and next steps of programs I'm managing, communicating with colleagues and service providers about things that need to be done, consulting with sales about products they want to include in their proposals.

*SMS Program Management Director* ***Stephan Hoppe*** *joined IDG Germany in 2007.*

**Best part of your job**
I have a really great team; everybody has a unique set of skills and a good sense of humor. While there can be a lot of pressure delivering campaigns, everybody is willing to help each other.

**Most challenging part of your job**
Some years ago, there were many standardized products. The client knew what it would get, and we knew how to do it. As products get more and more individualized, there is more uncertainty. So it's important to ensure matching expectations — with the client as well as with service providers. Individualization also means higher cost, and it can be tricky to find the right service provider.

**Why and how did you get involved in this career?**
I started at IDG as a sales trainee, but we soon found out that I'm better at managing campaigns than selling them. As this was when campaigns became more and more complex, this was good luck.

**One thing colleagues would be surprised to learn about you** I'm a huge fan of horror movies and write articles about them for an online magazine. ■

# noteworthypeople

## New employees

Eastman
PETER SHORT

**Bob Eastman** joins **IDC Energy Insights** in Framingham, Mass., as research manager. He was most recently with Technology Evaluation Centers where he was a senior analyst, Supply Chain; he has also worked for Gartner and launched his own analyst firm, SMB Research. He holds a B.S. in wood science and technology from the University of Massachusetts/Amherst and an MBA from Babson College in Wellesley, Mass. Away from the office he enjoys art and film, is an aspiring golfer and "a hapless collector of 25 years' worth of New Yorker magazines — make me an offer." reastman@idc.com

Murphy
PETER SHORT

Previously VP, Sales with Active Network, **Daniel Murphy** joins **IDC Framingham** as VP, End User Sales. He holds a B.A. in economics from St. Lawrence University in Canton, N.Y., and enjoys spending time with his family, skiing, saltwater fishing and reading. dmurphy@idc.com

Leiby
PETER SHORT

Customer Service Representative **Joel Leiby** is also new at **IDC Framingham**, coming from Overseas Service Corporation where he was a business development manager selling retail goods to the military market. A graduate of Framingham State College, he holds a B.A. in history with a minor in political science and enjoys biking, weight training and running and recently came in second place in his age group in the Hartford (Conn.) Half Marathon. jleiby@idc.com

Previously an **IDC** intern and then a contract worker, **Nolan Greene** joins the Framingham, Mass., staff full-time as a research analyst. He holds a B.A. in sociology from Furman University in Greenville, S.C., and an MBA from Boston University. In his free time he enjoys running, travel and cooking. ngreene@idc.com

Greene
PETER SHORT

Haven
PETER SHORT

Also new at **IDC Framingham** is Senior Research Analyst **Brian Haven**; he was previously a systems integration and technology analyst with Accenture. He earned a B.S. in finance from the University of Connecticut and a J.D. from New England Law/Boston and was admitted to the Massachusetts bar in November. Away from the office he enjoys snowboarding, cooking and running. bhaven@idc.com

The **IDG News Service** has hired **Tim Hornyak** as its new Tokyo correspondent. He was previously a contributing writer to CINET News' Crave technology and culture blog; he has also written travel guidebooks for Lonely Planet. He holds a B.A. in English from Montreal's McGill University and an M.A. in journalism from Carleton University in Ottawa. He enjoys hiking, skiing and hot springs and is the author of *Loving the Machine: The Art and Science of Japanese Robots* (2006). tim_hornyak@idg.com

Porter
JOE MOLA

The **CIO Executive Council** has hired **Stephen Porter** as an account executive, a title he held with his previous employer, Beacon Hill Staffing Group. He earned a B.A. in political science from St. Anselm College in Manchester, N.H., and enjoys sports, music, art and traveling. sporter@cio.com

**IDC Center for Consultancy and Research** in India has hired **Shiv Putcha** as associate research director, Mobility Asia/Pacific. He was previously a principal analyst with Ovum, responsible for tracking the development of telecommunications in emerging Asian markets. He holds a B.A. in economics from Delhi University and an MBA from Southern New Hampshire University in Hooksett. sputcha@idc.com

Putcha

**IDG Global Solutions U.K.** has hired **Anthony Yianoullou** as a program coordinator. He was previously a sales and marketing intern with Communications Solutions U.K. and holds a degree in business studies from the University of the West of England in Bristol. He recently completed his Special Constable (volunteer police) probationary period. He enjoys travel and motorbikes. anthony_yianoullou@idg.com

Yianoullou

All business units and license partners are invited to send information about newly hired and promoted employees to world_update@idg.com.

## anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**21**
***Shane Rau*** *IDC*

**19**
***Richard Bailey*** *IDG U.K.*

**16**
***Christian Möller*** *IDG Germany*
***Kevin Ebmeyer*** *IDG Enterprise*

**15**
***Daniel Sjöholm*** *IDG Sweden*
***Steffen Berchtold*** *IDG Germany*

**14**
***Arthur Payne*** *IDG Sweden*
***Shirley Chua*** *IDC Singapore*

**13**
***Karen Moser*** *IDC*
***Marie-Henriette Von Wangenheim*** *IDG Germany*
***Kazuo Aida*** *IDC Japan*

**12**
***Deborah Temple*** *IDG*
***Sigrun Rüb*** *IDG Germany*

**11**
***Max Cooter*** *IDG U.K.*

**10**
***Sverker Brundin*** *IDG Sweden*
***Stacy Crook*** *IDC*

**9**
***Patricio Soto*** *IDC Chile*
***Gary Crandall*** *IDG*

**8**
***Yukiharu Yorifuji*** *IDC Japan*
***Alison Brooks*** *IDC Canada*

**7**
***Agata Kuron*** *IDG Poland*
***Joanna Szymanska*** *IDG Poland*
***Hiroyuki Tsuzuki*** *IDC Japan*
***Simon Hülsbömer*** *IDG Germany*

**6**
***Brian Jackson*** *IT World Canada*
***Alexandre Campos*** *IDC Brazil*
***Hiroshi Shibutani*** *IDC Japan*
***Daniela Kretschek*** *IDG Germany*

**5**
***Matt Kim*** *IDG Korea*

**3**
***Sergio Henrique de Souza*** *IDC Brazil*
***Carlo Davila*** *IDC Peru*
***Eva Melin*** *IDG Sweden*
***Ingrid Helander*** *IDG Sweden*
***Alice Happ*** *IDG Sweden*
***Kanupriya*** *IDC U.K.*
***Naveen Chander*** *IDC*
***Sven Lohse*** *IDC*
***Aysen Demir*** *IDG Germany*
***Kerstin Wöldering*** *IDG Germany*
***Dustin Kehoe*** *IDC Singapore*

**2**
***Dariusz Kugler*** *IDG Poland*
***Izabela Sakowicz*** *IDG Poland*
***David Hamilton*** *IT World Canada*
***Lisa Nagamine*** *IDC*
***Elisabeth Cook*** *IDC*
***James Lenza*** *IDG Enterprise*
***Lauren Eckenfelder*** *IDG Consumer & SMB*

**1**
***Natalia Lara*** *Now! Digital Business*
***Kentaro Morita*** *IDC Japan*
***Johannes Rohe*** *IDG Germany*
***Sang-Hyuk Doh*** *IDC Korea*
***Christina Mozeleski*** *IDG Tech Network*

# unsunghero

## Sean Galvin

*Research Manager*

*IDG Research Services*

***Carol Venezia**, IDG Global Solution's director, Program Management, nominated **Sean Galvin** for Unsung Hero recognition for his work in support of an IGS client program. "Sean's contribution to our T-Systems global program has been invaluable. Under his direction, the research portion of the program has been executed in a timely, thoughtful and highly professional manner. The client is very happy with the results and very eager to share the results with his global colleagues. By all measures — most importantly, the client's — the research program is a big success, primarily-due to Sean's efforts."*

**Sean Galvin** *has been with IDG Research since April 2012.*

JOE MOLA

**Home** Sterling, Mass.

**Primary job responsibilities** I help to develop, field and deliver surveys for both internal and external clients.

**Three things I do in a day's work**

- Review a client's research objectives and design surveys aimed at meeting those objectives.
- Manage the ins and outs of getting a survey through programming, testing and fielding.
- Summarize and interpret the key findings of the survey after fielding is complete. With the number of projects I am managing at any given time, I could be doing any and all of these things on a given day.

**What I love most about my job** The people I work with at IDG Research. Everyone on the team is helpful and committed to getting the job done. Also, the variety of topics that our engagements cover. In addition to the typical surveys focused on technology topics like mobility, cloud and big data, we've also recently fielded surveys for clients in the biotechnology and education industries.

**A hot-button issue I'm dealing with** For many of our surveys we recruit respondents from panels. These are set up to give individuals the opportunity to participate in the studies we conduct. Managing these panels, that is, keeping panelists engaged, not inundating them with too many requests and growing the size of our panels is an important area of our business and a significant challenge. Another related issue is the markets where clients are looking to reach technology decision-makers. We've seen an uptick in requests to field surveys in emerging markets, and the research partners we leverage to help us recruit respondents for global studies currently have difficulty locating a sufficient number of B2B respondents on their panels in some of these markets.

**Latest accomplishment** Working with Computerworld, we recently wrapped up fielding the 28th Annual IT Salary survey. Computerworld will publish the results in April.

**What I'm doing to be a better employee** I'm currently taking classes to earn my MBA and expect to finish this year.

**Interests outside the office** Home improvement projects, and just being outdoors doing whatever I can (hiking, biking, landscaping).

**What others can't tell just by looking at me** I'm secretly very competitive; in fact, I recently won a pizza-eating competition against some of my colleagues (I'm also an amateur competitive eater)!

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Carol Venezia** *IDG Global Solutions*
**Maringo Vlijter** *IDG Netherlands*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

## Gould wins IDG Chairman's Cup, Stenson Entrepreneur of the Year

*IDG Chairman Pat McGovern presented the IDG Chairman's Cup for Management Excellence to IDG U.K. Managing Director Kit Gould and the Entrepeneur of the Year award to CIO Executive Council President Pam Stenson.*

**SEE MORE ON PAGE 2**

## Also inside

- One on One: IDG India President & CEO Louis D'Mello
- IDC announces winners of annual research excellence and innovation awards
- IDC India wins CIO Choice Award
- On the job: Associate Web Producer Lise Fracalossi

*Loyal viewers of World Tech Update at a Michigan high school interview the producer via Skype.*

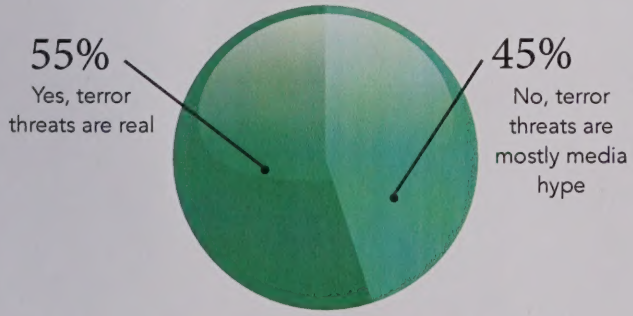
**SEE MORE ON PAGE 7**

*IDC Mexico Research & Consulting Manager Cristina Rivas is this week's Unsung Hero.*

**SEE MORE ON PAGE 8**

## Question of the week results

Would you be concerned about traveling to the Winter Olympics in Sochi?



**Log on to www.idgcentral.com to vote on this week's question:**

Do you have a LinkedIn profile?

CLICK HERE

## What's your office up to?

Click here to see what staff at IDC Mexico did recently and send a photo of your colleagues in action to idgcentral@idg.com.

# IDG U.K. Managing Director Kit Gould wins IDGC Chairman's Cup for FY13

IDG U.K. Managing Director **Kit Gould** is the recipient of the FY13 IDG Communications Chairman's Cup for Management Excellence.

"Under Kit's management and leadership, IDG U.K. experienced remarkable success in FY13, delivering excellent profits in both the consumer and enterprise product portfolio and at a profit margin that ranked among the highest within IDG's worldwide operation," IDG Chairman **Pat McGovern** said in announcing the award.

McGovern pointed to the business unit's commitment to continuous innovation on behalf of its clients, citing as examples the following:

- New solutions in social media such as the very successful HP Business Value Exchange program, which features a regular weekly "Twitterchat" among CIOs on a range of subjects in a managed Twitter forum.
- Content marketing including a series of infographics for Samsung (see sample with this story on IDG Central) used in IDG U.K.'s TechNote series to explain and promote the Galaxy Note II.
- Data-based audience extension as in a very successful program for Amazon in which the company merged its data with client data and third-party data to promote the retailer's e-commerce solutions.

*Kit Gould*

"Another real achievement that Kit and his team had in FY13 was their progress toward the 'Quality@Scale' value proposition, delivering high value audiences to IDG's customers through a combination of premium IDG brands, a data-driven strategy and marketing services expertise," McGovern said.

Said Gould, who joined IDG in June 1996 as publishing director for PC Advisor, "I feel deeply honored to be recognized in this way. The previous winners of this award are all fantastic managers and so to be included in this selection is a great honor — and to achieve this at such a young age is even more gratifying. Of course the recognition should really go to the fantastic team we have at IDG U.K. They are awesome!"

Write to Kit Gould. ■

# Enterpreneur of the Year honors go to CIO Executive Council's Pam Stenson

**Pam Stenson**, president of the CIO Executive Council (CEC), has won the IDG Communications Entrepreneur of the Year award for FY13. Citing her "leadership and spirit of innovation, which have helped to take the CIO Executive Council to new heights this past fiscal year," IDG Chairman **Pat McGovern** said Stenson's "understanding of her market, coupled with her deep domain expertise around the needs of the CIO community and next-generation CIOs has allowed the Council to grow in multiple areas this past year."

Among the group's achievements:

- CIO Executive Council revenue growth of 14% year over year for the past four years.
- Pathways program revenue growth of 28% year over year. The Pathways program is a development program for aspiring leaders seeking the CIO position.
- Contract value growth of 6.5% year over year (amount of the average sale per customer).
- Dollar renewal rate of 93% (the CEC renewed 93% of the membership dollars it had at the beginning of the FY13).
- Content and curriculum revenue growth of 384% (the Council offers a growing menu of strategic business services beyond its traditional memberships that are fueling much growth and allowing the client base to grow beyond the CIO).

Additionally, the CEC has developed program offerings for Youth in IT and Women in IT and continued to expand its CIO leadership development offerings founded on the concepts outlined in the widely recognized Future-State CIO® framework introduced

*Pam Stenson*

*continued on page 7*

# OneonOne

## Louis D'Mello

*IDG India*

***The president & CEO of IDG India is this week's columnist. Reach him at louis_dmello@idgindia.com.***

> "Every custom project is unique and tailored to deliver specific objectives, but what is common is our client's expectation that IDG will deliver high quality content and delegates."

**Q What do you see as the biggest trends occurring in your market that will affect your business in the coming months?**

A 2014 is going to be an exciting year for us in many ways. This is an election year in India, so one can expect uncertainty during the run-up to April/May, but hopefully one party will get a clear mandate to drive through a successful government. A fractured result could prove to be a disaster, so there will be nervousness until the results are announced.

On the business front, our clients reflect both optimism and caution at the same time. So while we see new ideas generate excitement, it is countered by a conservative approach and a lack of commitment to large budgets. There is a growing gap between customers 'wanting to do' and 'actually doing' things.

In fact, for the first time, we've witnessed clients develop cold feet and pull out of very large custom projects, even after the sign-off.

**Q How much of your portfolio involves custom events? What are a few examples of interesting projects you're doing?**

A Custom events come in all forms and sizes. In the first quarter of FY14 we did 20 custom events that accounted for 68% of total events revenue.

These included very prestigious, repeat projects like the EMC Forum that IDG helped anchor for the third year in succession, to new projects like the three-city Dell Solutions Tour.

In custom events our role varies. At Microsoft Enterprise Days we were responsible for enhancing content. We conducted a version of the IDG Global Product Line Meeting's famous 'Great Ideas Express' segment where we got four CIOs to present short success stories on stage, aided by our editor and a short video that we helped put together. For HP, we organized an extremely high-powered off-site retreat for 20 CIO who stayed two nights at the exotic Udaipur Leela Palace.

Every custom project is unique and tailored to deliver specific objectives, but what is common is our client's expectation that IDG will deliver high-quality content and delegates. To this end, our team is constantly innovating and adding new buzz factors such as a flash mob and a photobooth at the Dell Solutions Tour.

**Q What about IDG's branded events? How have you been innovating there?**

A We constantly evaluate the relevance of everything around our brands, from content to format of events. Take the CIO Year Ahead program, which adopted a completely different approach from the previous year.

We moved from a city location (Mumbai in 2012) where convenience was key, to a residential off-site resort location (Kochi in 2013) where experience became our focus. We also moved away from expert speakers delivering presentations on how to build the IT roadmap and instead created CIO Task Forces where eminent CIOs came together to set the agenda for 2014.

This was a first-of-a-kind, ambitious attempt to enlist the support of 40 outstanding CIOs drawn from past winners of our CIO Hall of Fame Award. They worked in groups about a month before the event — along with our editors — to identify four major themes for 2014:

- Increase customer outreach
- Understand outcome-based IT
- Create user delight
- Study the evolving role of the CIO

Not only did this develop into meaningful content for the event (with panel discussions on stage), but it helped us build a special issue in print as well. We used the opportunity to capture the views of these prominent CIOs for a series of video interviews. This peer-to-peer learning underscored CIO's role as a facilitator for community interaction and exchange of ideas. And last, but not insignificant, it helped us save over 15% of event costs on speaker recruitment.

**Q What is your team doing to maximize online revenues?**

A Our strategy is to integrate online with print and events and to therefore provide a holistic solution to customers. For example, the CIO Year Ahead project also extended online with Tech Spotlights that focus on hot technologies for 2014. Sponsors at the event could expand their association with a sponsorship of a Tech Spotlight online. The 'zone' continues to fuel interest on the subject online, and the sponsor gets an extended opportunity to be seen as an expert in that area.

*continued on page 7*

# IDC announces winners of annual research excellence and innovation awards

IDC President & CEO **Kirk Campbell** presented the company's most prestigious research awards at a ceremony last week at IDC's headquarters in Framingham, Mass. Program VP/Project Based Services **Cushing Anderson** and Program VP/Business Analytics **Dan Vesset** received the Peacock Award for research quality. SVP/U.S. Insights and Vertical Market Research **Meredith Whalen** received the Alexander Motsenigos Award for Outstanding Innovation.

Anderson, who had significant experience in the education technology field when he joined IDC 1999, quickly became a highly regarded IT analyst in the areas of business consulting and learning, Campbell said. He is known for being a prolific author of IDC research documents, especially MarketScape reports which he helped launch. Anderson has also been able to monetize the reports for professional services firms such as Pricewaterhouse-Coopers and Deloitte.

Vesset, who joined IDC in 2000, heads up IDC's Big Data/Analytics pillar and led the global effort that made IDC the first major analyst firm to develop a big data forecast. He also led the development of one of IDC's first Maturity Models for Big Data & Analytics. Vesset serves as a strategic advisor to many major companies on their big data strategies. He is in high demand to speak on his area of expertise around the world, both at IDC events and at client-sponsored conferences. He will be one of IDC's morning keynote speakers at Directions 2014.

The Peacock Awards honor the exceptional research standards set by Jim Peacock, an IDC vice president for 15 years until his death in 1981. IDG Chairman **Pat McGovern** established the award in 1985 to honor Peacock's accomplishments. The award recognizes the employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients. IDC's vice presidents and senior vice presidents nominate employees for the award, and Campbell makes the final selection.

*IDC President & CEO **Kirk Campbell** (second from left) is flanked by Peacock Award winners **Cushing Anderson** (far left) and **Dan Vesset** and Alexander Motsenigos Award for Outstanding Innovation **Meredith Whalen**.*

Whalen was recognized for her multi-year effort to develop and launch what Campbell called "one of IDC's most important and strategic new businesses, the IT Executive Program." More recently, she spearheaded the effort to build expanded and enhanced end-user research assets at IDC, securing 90 customers and $4.5 million in bookings in FY13. The Motsenigos award, established last year, honors the memory and accomplishments of the late program VP who launched and built the Worldwide Services Contracts database, a repository of IT and business services data that has been the industry standard.

Write to Cushing Anderson, Dan Vesset and Meredith Whalen. ■

## CIOs recognize IDC India's research and advisory work with CIO Choice Award

CIOs across India voted IDC India the winner in the IT Advisory category of the annual CIO Choice Awards. VP and Country General Manager **Jaideep Mehta** (second from left) and Director, Financial Insights and Consulting **Shalil Gupta** (far right) accepted the award at a ceremony earlier this month. CIO Choice is a B2B platform for organizations in the ICT space to promote and market their products and solutions.

"This award is a huge accolade for the team," Mehta said. "It recognizes the great content of our events, the value and cost-savings we have delivered to end users and the superb relationships we have built with the CIO community. None of this would have been possible without the support and inspired guidance of our international colleagues."

*Job Spotlight*

# On the job: Associate Web Producer

*The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.*

**Name** Lise Fracalossi

**Title** Associate web producer

**Business unit** IDG Communications, Digital Solutions Group

**Joined IDG** June 2010

**What does an associate web producer do?** A web producer is also known as a front-end web developer. That means I build and maintain websites using technologies that run in the user's browser, like HTML, CSS and JavaScript — the building blocks of all modern websites. My role exists somewhere between design, which focuses on what a website is going to look like and what the user experience is going to be, and back-end development, which builds the infrastructure of a site on the web server level.

**What products do you provide, and who are your primary customers?** My customers are largely the folks in IDG Enterprise, and my products are their websites (Computerworld, Network World, JavaWorld, the whole list). I work directly with editorial, account services, sales and ad operations to make the websites look and behave how they want them to.

**What are the key skills required to do your job?**
- Strong technical skills around HTML, CSS and JavaScript.
- Logical problem-solving skills.
- Intellectual curiosity — this is a field that changes rapidly, and we need to keep up with the latest developments.
- The ability to work with a wide range of people with a variety of different backgrounds.

**Can you describe a typical day?** I usually start my day by taking a look at one of our sites in different browsers to look for bugs. If we find bugs, they get entered into our ticket tracking system and assigned and fixed. If it's something like an incorrect link or a style that isn't working, we make every effort to fix bugs that affect user experience as soon as possible. Then I move on to whatever tickets are coming into the system. Our work is very request-driven, so I might be working with account services or sales to build a complex ad unit for a client like HP (like this one), changing information on our awards pages for CIO editorial or troubleshooting an issue with ads on the iPad. Lately about half of my day is devoted to building new stuff for Project Scale, where we are rebuilding all of IDGE's websites on a new platform.

**Best part of your job** The team I work with — the Production/Front-end Development team — is seriously awesome. It's a bunch of nerdy, funny people who are always willing to lend their help and expertise to any project. I also enjoy getting to dive in and learn a new technology by doing.

**Most challenging part of your job** Trying to make the technical concepts around our job relatable to a non-technical audience.

JOE MOLA

*IDG Communications Associate Web Producer **Lise Fracalossi** joined IDG in 2010.*

**Why and how did you get involved in this career?** It started as a hobby. When I was 16 I decided I wanted to build my own website, so I bought a book and taught myself the basics. After a few years out of college working in a different field, I wanted a change of pace, so I began working contract jobs as a front-end web developer. In the process I honed my skills, learning best practices and nuances that I didn't have from just building personal websites. This parlayed well into the work I do here at IDG.

**A recent accomplishment** I worked on the content management system that we are using on the new JavaWorld site, which we will be using going forward for many sites across multiple business units. One part of that was optimizing the HTML/CSS/JavaScript we inherited, making it more suitable for our needs, easy to use, easy to maintain and performant.

**What people can't tell by looking at you** I sometimes spend my weekends in the woods hitting people with foam swords (i.e., I do live-action role-playing).

# noteworthypeople

## New employees

**Omar Momtaz** joins **IDC Saudi Arabia** as a consulting manager, coming from Saudi Inteltec where he was a telecom accounts manager. He holds an MBA from Ecole Supérieure des Affaires in Beirut, Lebanon, as well as a B.E. in civil engineering and an M.A. in diplomacy and international negotiations from the University of Paris-Sud in Orsay, France. Away from the office he enjoys motorsports, acting, chess and spending time with his two sons, ages seven and four. omomtaz@idc.com

*Momtaz*

Also new at **IDC Saudi Arabia** in Riyadh is Senior Research Analyst **Tolga Yalcin**. He was previously a senior ICT expert with the Turkish Information and Communications Technologies Authority and holds a B.S. in economics from Middle East Technical University in Ankara, Turkey, as well as an M.S. in telecom management from the U.K.'s Coventry University. In his free time he enjoys going to the gym, swimming and movies. tyalcin@idc.com

*Yalcin*

**Bola Adisa** is the new country manager for **IDC West Africa** in Lagos, Nigeria. Previously a senior industry value advisor with SAP Nigeria Ltd., he earned a B.S. in electronics and electrical engineering from Obafemi Awolowo University in Ife, Nigeria. He also holds a certificate in finance and accounting from Wits Business School in Parktown, South Africa, and a certificate in business and technical writing from Ohio University in Athens, Ohio. In his free time he enjoys reading and travel. badisa@idc.com

*Adisa*

Previously an executive assistant at 328 Support Services GmbH, **Eva Hesse** joins **IDG Germany** as executive assistant to President and CEO **York von Heimburg**. A certified secretary and office administrator, she enjoys Nordic walking, jogging and mountain hiking. ehesse@idg.de

*Hesse*

**IDC Korea** has hired **Hannes Chun** as a senior market analyst, Consulting. He was previously a research consultant with TNS Korea in charge of providing quantitative solutions on global brand strategy for Samsung. He earned a B.S. in management from the University of London and enjoys playing sports, travel and reading. hchun@idc.com

*Chun*

New at **IDC Singapore** is AVP, Business Development and Solutions **Daniel Alick**. He has worked for Samsung Asia, Sony Music Entertainment Asia and PricewaterhouseCoopers and holds a B.S. in business logistics from Pennsylvania State University and an MBA in finance from the University of Chicago. In his free time he enjoys endurance sports and has finished marathons on six of seven continents. dalick@idc.com

*Alick*

Also new at **IDC Singapore** is Research Manager **Jason Ng**. He was most recently a global business manager with Fuji Xerox Asia Pacific and has also worked for Tellabs Asia Pacific, Cisco Systems and McKinsey & Co. Singapore. A graduate of Singapore's Nanyang Technological University, he holds a B.E. in electrical and electronic engineering as well as an MBA from Australia's University of Adelaide. In his free time he likes to mountain bike, jog and watch movies. jng@idc.com

*Ng*

A third new hire at **IDC Singapore** is Market Analyst **Divya Malik**. She was previously working in Hong Kong as a social media marketing consultant in the automotive sector; she has also worked for Microsoft India in product management. She earned a B.E. in computer engineering from Thapar University in Patiala, India. In her free time she enjoys music, travel, swimming and playing poker with friends. dmalik@idc.com

*Malik*

Previously an equity research analyst with Kenanga Investment Bank, **Yuan Jye Chong** joins **IDC Malaysia** as a market analyst, Enterprise Networks. He earned a B.S. in investment management from Malaysia's Management and Science University. yjchong@idc.com

*Chong*

Also new at **IDC Malaysia** in Kuala Lumpur is Marketing and Events Executive **Mandy Choong**. She spent three years in multinational public relations working for clients such as BlackBerry, Cisco, Hewlett-Packard and Oracle. She graduated from HELP University in Kuala Lumpur with a degree in public relations. In 2010 she was listed as one of the Top 20 World's Coolest Interns in a Standard Chartered Bank competition aimed at promoting greater awareness of the bank's new social media offerings. Away from the office she enjoys outdoor sports and running marathons. mchoong@idc.com

*Choong*

**Alyssa Marzoña** joins **IDC Philippines** as an associate market analyst. She has worked as a copy editor for the Vibal Foundation and as an online community strategist at GMA News Online. She graduated from the University of the Philippines Baguio with a degree in social anthropology and enjoys reading about music and food, cooking and exploring new restaurants. amarzona@idc.com

*Marzoña*

**IDC China**'s Beijing office has hired **Jocelyn Sun** as a senior market analyst with its Telecoms group. She was most recently a research planning manager with Datang Mobile Communications Equipment and holds a B.S. in law from Beijing Jiaotong University. She keeps active playing badminton. jocelynsun@idc.com

*Sun*

New at the **CIO Executive Council** is Pathways Program Manager **Allysa Zemke**. Previously a talent acquisition coordinator with EnerNOC, she holds a B.A. in business administration. Outside the office she enjoys reading fantasy books and is an avid video game player. azemke@cio.com

*Zemke*

Also new at the **CIO Executive Council** is Account Executive **Ian Kent**, coming from Vaultlogix where he was an account manager. He received a B.S. in business administration with a concentration in marketing from Boston's Northeastern University. A "huge soccer and sports fan," he also enjoys playing in Texas Hold'em poker tournaments. ikent@cio.com

*Kent*

JOE MOLA

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**32**
***Renee Pierce*** *IDG*

**30**
***Mark Winther*** *IDC*

**27**
***Claudette Sears***
*IDG Research Services*

**23**
***Gary Koch*** *IDC Hong Kong*

**21**
***Laura Nurzynski*** *IDC*

**20**
***Cathy Garland*** *IDG*

**19**
***Paul Krill*** *InfoWorld*

**14**
***Margaret Dings*** *IDC*
***Hannah Richardson*** *IDG Australia*

**11**
***Lisa Schmeiser*** *InfoWorld*
***Mike Gee*** *IDG Australia*

**9**
***Jill Feblowitz*** *IDC*

**8**
***Matthew Davis*** *IDC*
***Terry Hou*** *IDC China*
***Thomas Zhou*** *IDC China*

**4**
***Dennis Lalonde*** *IT World Canada*
***Jocelyn Galan*** *IDC Mexico*
***Susana Santos*** *IDC U.K.*

**3**
***Marcelo Moura*** *IDC Brazil*
***Kazuo Aida*** *IDC Japan*
***John Wainwright*** *IDC*
***Richard Zhao*** *IDC China*

**2**
***Chandana Gopal*** *IDC*
***Nermin Bajric*** *IDG Australia*

**1**
***Chrystelle Labesque*** *IDC U.K.*
***Peter Marston*** *IDC*
***Robert Morrison*** *IDC*
***Eike-Bodo Bekert*** *IDG Germany*

*continued from page 2*

## Pam Stenson

to the market by the Council in 2010. It has also recently announced the launch of the DEMO CIO Council in partnership with DEMO that will connect progressive CIOs with venture capitalists, CEOs of start-up companies and other IT leaders in the evolving landscape of emerging technology, Stenson said.

"During the past five years, my team and I have doubled our revenues and have grown from 16 employees to a budget of 69 in FY14," Stenson said. "The name of the game has been innovation. We foster innovation through the culture we have built together, which is truly entrepreneurial. We exercise our creativity daily, creating new products, developing new revenue streams and keeping a close watch on what's not working and more importantly, what is working that we should be doing more of."

Stenson joined the CIO Executive Council in 2007 and was named SVP/general manager in 2009. In November 2013 she was named president.

"All the members of the IDG Management Team, including myself, are very proud of your outstanding entrepreneurial accomplishments for which you fully deserve to win the IDG Communications Entrepreneur of the Year Award for FY13," McGovern told Stenson in presenting the award.

Contact Pam Stenson. ■

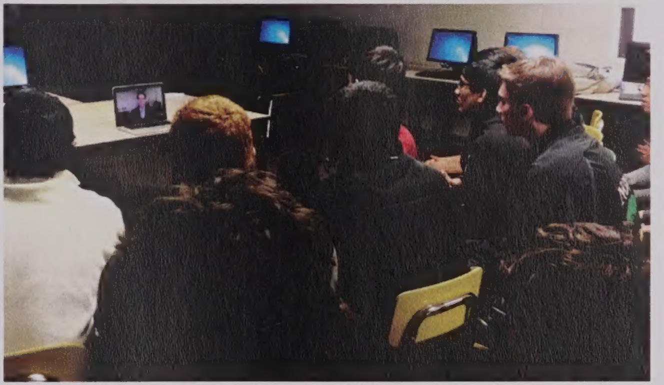
## World Tech Update goes to school

**Nick Barber**, who produces the weekly World Tech Update video news program for the IDG News Service, recently disccovered via Twitter that a high school teacher in Michigan has been showing the weekly program to her computer science classes for the past five years.

***Nick Barber**, in Boston, talked with students in Novi, Michigan (below).*

Barber offered to talk with the class via Skype, and last week the students quizzed him for half an hour on cool gadgets at CES, technology's impact on their job prospects, the future of cellular technolgy and more.

"WTU is an incredible resource for my students," said Kristin Franchi. "It's a succinct yet rich progam that's perfect for young adults. It's very informative, but it also provides a jumping off point for further discussions." ■



*continued from page 3*

## One on one

This approach allowed us to get non-traditional online advertisers, such as F5 and Akamai, to spend with IDG as sponsors of a Tech Spotlight. Instead of just a speaking slot at the event, we now integrate their message as an online video interview, surrounded by neutral content on the same subject. It is a form of native advertising sold as an extension of sponsorships — a concept that is more easily understood by our customers.

Similarly, we are finding success when we re-package case studies and executive view points in a new video format. Customers are excited by the new dimensions such as video, even while sticking to things that they know have worked well for them in the past. As such our transition to online — both for employees and customers — appears to be a far more a natural progression than a radical departure from the past. ■

# unsunghero

## Cristina Rivas

*Research and Consulting Manager, Consumer and Commercial Devices*

*IDC Mexico*

*__Jay Gumbiner__, VP Research Latin America, named IDC Latin America Research and Consulting Manager __Cristina Rivas__ his team's Unsung Hero. "She loves presenting to both clients and co-workers, and her enthusiasm and energy come through when she's presenting the latest trends about Mexico or Latin America. Her excitement is contagious, as is her boisterous laugh."*

**Home** Mexico City, Mexico

**Joined IDC** I joined IDC Mexico in July 2004, but I used to run some research programs in Mexico with IDC for three years before that.

**Career path** I started with IDC running the Enterprise Network Devices program for Mexico in 1999. I have run different research programs like Internet Services, IT Services, PCs, Hardcopy and other consulting projects for both Enterprise and Consumer segments. Today I'm leading the analyst team for the Consumer and Commercial Devices in Mexico, making sure we reach our client expectations in terms of quality and timeliness.

**Primary job responsibilities** My time is focused on coordinating all the analysts' activities related to our local research programs like PCs, tablets, Imaging technologies, among others. The most important part of my day is focused on listening to our customers so IDC can be seen as their strategic partner for analysis and planning; with this approach we ensure long-term relationships with our clients.

**Three things I do in a day's work** Listen to customers' experience and analysis requirements, talk with the analyst team about the trends we are looking at in the market and how they impact our customers' addressable market and tell some jokes at lunch with my colleagues.

**What I love most about my job** Since I studied marketing I loved market research and combining that with the ICT market I got the most amazing combination. I'm thankful for the opportunity I have at IDC to interact with the ICT industry from vendors to distribution channels and having the privilege to get to know lots of great people. I love to present the results of our work to our clients and speak in large forums.

*Research and Consulting Manager __Cristina Rivas__ joined IDC Mexico in 2004.*

**A hot-button issue I'm dealing with** The fact that our clients need more detailed information about the evolution of the mobile market. We always need to speed up our analysis in order to answer questions like "Are people really looking for mobile devices like tablets in order to replace their PCs?" As analysts we don't see that trend coming to Mexico soon, but we need to demonstrate that with our research so our clients can respond with strategic short-term plans.

**Interests outside the office** I love my family and my dog and going out for dinner with my friends in Mexico, and I also try to stay in touch with friends on Facebook.

**What others can't tell just by looking at me** I love to make desserts and cookies when I have the time and then bring them to the office so everybody can tell me if I'm improving or not.

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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# IDG World Update

EMPLOYEE NEWS AND INFORMATION

13 JANUARY 2014 | VOLUME 44, NUMBER 2 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | PROFILE - page 4 | ANNIVERSARIES - page 7 | CELEBRATING 10 - page 8

## IDC leaders honored for outstanding performance in FY13

*Eva Au, managing director of IDC Asia Pacific; Jyoti Lalchandani, group VP and regional managing director, IDC Middle East, Turkey and Africa; and Lars Goransson, group VP, general manager, IDC Canada, earn annual chairman's awards. IDG winners will be announced in next week's IDG World Update.*

**SEE MORE ON PAGE 2**

## Also inside

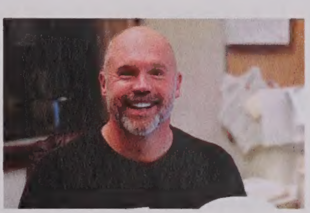
Turkish licensee focuses on B2B success stories

One on One: IDC SVP Vito Mabrucco provides overview of IDC Custom Solutions

Survey underlines importance of vendor engagement on social platforms

### Photo of the Day

*Employees are invited to send photos depicting a slice of life at the office (like this hawk that recently visited a window sill outside the 501 Second St. office in San Francisco).*

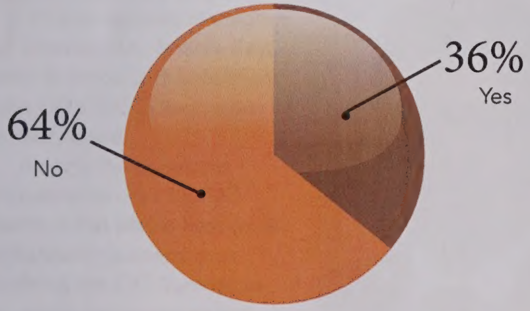


*Computerworld's Ken Mingis was recently honored for a decade of service to the company.*

**SEE MORE ON PAGE 8**

## Question of the week results

Did you make a New Year's resolution?



**Log on to www.idgcentral.com to vote on this week's question:**

Would you be concerned about traveling to the Winter Olympics in Sochi, Russia?

CLICK HERE

## IDG rolls into Las Vegas for CES

» think tech, think IDG

***IDG employees fanned out around Las Vegas to cover the Consumer Electronics Show last week. For the third year, IDG Global Solutions arranged for a branded car service that shuttled colleagues around the city and served as a mobile branding vehicle around the convention center and up and down the Strip.***

**SEE MORE ON PAGE 7**

# Eva Au wins FY13 IDC Chairman's Cup for Management Excellence

**Eva Au**, managing director of IDC Asia Pacific, has won the IDC Chairman's Cup for Management Excellence for FY13.

Hired to lead the IDC Asia Pacific team in May 2005, Au's tenure has included a doubling of IDC's business in the region. In 2013, IDC Asia Pacific was the company's best-performing region in terms of sales growth with an 11% increase in bookings over the prior year and close to $9 million in profit.

Under her leadership, IDC Asia Pacific has achieved growth through product extensions and sales channel expansions into emerging markets — notably in China, India and ASEAN (Association of Southeast Asian Nations, including Malaysia, Indonesia, Thailand, Philippines and Vietnam). In 2013, Trackers saw an increase in segmentations, allowing customers to drill down market shares in more than 2,000 cities in China. Every country in the region experienced year-on-year growth, with India and ASEAN experiencing particularly robust growth.

Additionally, media coverage of IDC increased as IDC AP continued its push to explain how the Four Pillars — cloud, social, big data and mobility — are disrupting the ICT market across different industries. And the recently announced partnership with IDG Global Solutions has opened more doors with customers as IDC AP strengthens its Go-To-Market services in the region.

Calling her a "first-rate manager," IDG Chairman **Pat McGovern** noted that Au "has done an excellent job motivating employees and bringing in new talent to IDC. She is a leader in driving innovation at IDC Asia Pacific each year and in launching new research services and events. Eva is truly deserving of this important recognition."

IDC Asia Pacific's **Eva Au**

"I accept the award with pride on behalf of IDC A/P," Au said. "It was the creativity, expertise and the pursuit of excellence of the employees that contributed to the organization's success.

"I also want to thank the IDC management team for giving IDC A/P the space to experiment with new ideas. Without the corporate support and direction, we would not be able innovate and scale up quickly on our own."

All in all, said Au, "IDC A/P's success is not based on a person or a small team within our region. Instead, it is us being able to go beyond boundaries (geographic, domain, organization) and working with other IDC and IDG teams to create new value propositions for our customers. So thank you to all of you who worked with IDC A/P, because you are part of the reason we had a fantastic year in FY13." Write to Eva Au. ■

# Jyoti Lalchandani named FY13 IDC Entrepreneur of the Year

**Jyoti Lalchandani**, group VP and regional managing director, IDC Middle East, Turkey & Africa, is the recipient of the FY13 IDC Entrepreneur of the Year Award.

Among the numerous achievements cited by IDG Chairman **Pat McGovern** were Lalchandani's leadership in launching the CIO Summit series, which has grown to include summits in Dubai, South Africa, Saudi Arabia, Turkey and new this year East Africa and West Africa. "The CIO Summits are a very large business for IDC and have led to a huge increase in

*Jyoti Lalchandani*

*continued on page 6*

# Lars Goransson earns FY13 IDC Country Manager of the Year

**Lars Goransson**, group VP and general manager of IDC Canada, has earned the IDC Country Manager of the Year Award for FY13.

In presenting the award, IDG Chairman **Pat McGovern** noted that IDC Canada achieved the largest dollar increase in profits of any IDC country in FY13. "Due to Lars' excellent business management, IDC Canada's profits increased by more than $800,000, and the business unit earned a 26% profit margin, up 9% over the prior year."

*Lars Goransson*

Goransson, who joined IDC Canada in 1996 as a research

*continued on page 6*

# OneonOne

## Vito Mabrucco

*Senior Vice President*
*IDC*

***Mabrucco, who oversees IDC's Custom Solutions group, is this week's columnist. Reach him at vmabrucco@idc.com.***

> "Through our Buyer Behavior Practice, we were able to execute a multi-country survey of buyers and provide them with analysis, insights and recommendations from our analysts that allowed [our customer] to launch a new product into the market, just in time for CES."

**Q How does IDC's Custom Solutions business assist customers?**

A IDC has an excellent opportunity to grow our business with customers who are seeking solutions to some of their most important and challenging business needs. IDC Custom Solutions is one of IDC's approaches to addressing those needs. By focusing on the life cycle of our customer's business, we are able to provide valuable and relevant services and solutions throughout their organization.

Our Custom Solutions deliver benefits to their business starting right from the Strategy, Planning and Budgeting phase, by providing deep market insights, customized data analytics, buyer behavior and perceptions insights, and competitive and partner analysis. Then we work with our customers to implement those plans in the Marketing and Sales execution phase and helping them grow their business and revenues. Our offerings provide them with ways of improving their global brand awareness (Thought Leadership Programs), improving the productivity and effectiveness of their sales force (Sales Enablement Programs) and driving more demand and leads (Integrated Marketing Programs). And, finally, we help our customers measure their success in the market in their Business Management and Measurement phase.

With IDC's market-leading and long history of data-driven analysis and insights we are able to provide, with our Custom Analytics practice, what they require to measure the success of their strategy and execution.

**Q How is the Custom Solutions Group organized, and what are the key functional areas?**

A Over the past years IDC's Custom Solutions business has grown in our ability to provide the highly relevant services that our customers require. Most recently we have combined our teams from GMS (Go To Market Services), our Insights Consulting team and our IDC Consulting team. This new Custom Solutions team has allowed us to create a wide breadth of services for our customers unmatched in the industry.

The new organizational structure put in place for FY14 focuses on driving three key benefits: increase our customer-facing business development activities, improve our efficiency and effectiveness and create a scalable organization for future growth. The key functions of the team are threefold. The Domain teams are most closely aligned with our research teams and understand the depth and breadth of our analysts' expertise around the world. The Practices team is focused on horizontal methodologies that leverage our domain expertise. These Practice leaders are specialists in each of their areas and provide our customers credible advice and innovative solutions through the intersection of our Research Domain expertise and our Practices methodologies. The third pillar is Group Services. This team provides the vital services required to run a high-quality, efficient and effective organization. Their services are invaluable to the whole team as they provide key services like editorial, data analytics, primary research, project management, finance and administration.

With our new Custom Solutions organization we have a great opportunity to help our customers succeed by providing the most important services they need at every and any stage of their business life cycle. The team is highly focused on this goal, and we have been pleased with the results and look forward to continuing success.

**Q What are some recent examples of successful Custom Solutions projects?**

A There are so many examples, but I can touch on two that are very different but are also very relevant to our customers' success. One example is a client that had a significant challenge in trying to refocus its organization to be more customer-centric and less product engineering-centric. It was and is a very successful company; however, it began to find it was at times not meeting all its customer needs in some of its adjacent or growth markets. Through our Custom Analytics practice, we are providing an in-depth and very sizable global market model that provides data and insights into x markets and y countries. The benefit is that the client has a single source of defensible truth for the data that it will use to make important strategic and tactical decisions that is based on market and buyer insights. This helps ensure that its sales, marketing, service and product development is more tuned to market needs, thereby providing a greater opportunity for profitable success.

Another example is a customer that wanted to launch a new product into the marketplace, and it was trying to understand the key features and functionality it needed to provide in order to

*continued on page 6*

*Partner profile*

# Turkish licensee focuses on B2B success stories

**Company name**: Dunya Yayincilik A.S.

**Location**: Istanbul, Turkey

**Brands published under license to IDG**: CIO, IT PRO (Computerworld) and CFO World. PCWorld.com.tr is currently under construction for a planned January launch. CMO will debut in February.

**Number of employees**: Dunya has 1,200 employees in Turkey with 12 full-time employees and three part-time employees working on IDG titles.

**Primary IDG contact**: Director of IT Publications **Murat Yildiz**

**Year license signed with IDG**: "We have had a strong relationship with IDG since 1999," Yildiz said. "We were publishing Macworld at the time and looking to publish other IDG titles as well." However, another Turkish publisher held the license to other IDG brands. In 2005, the other publisher stopped licensing PC World, and Dunya picked up the license. In January 2006 Dunya published its first issues of PC World Turkey and GamePro. In 2007 Dunya began publishing the B2B brands Computerworld and CIO as well.

**Competitive landscape**: According to Yildiz, there are only three monthly computer end-user magazines left in Turkey. "They compete among themselves, which destroys their market share, newsstand sales prices and advertising rates," Yildiz said. In the B2B market, there are only two major publishers, "one of which is us," Yildiz said. "We produce three B2B print magazines and two B2B websites, which gives us tremendous advantage against our rival, which has just one print title and website, both focused on IT managers. We are the only group that addresses the C-level decision makers and, with CIO, IT Pro and CFO World, the managers below them."

**Biggest competitive challenges**: Yildiz said that in the past there were many technology magazines in the Turkish market, but most of them have closed in the last two or three years. "Many of those publishers and the people who worked for them have started their own blogs and tech websites, and there are now more than 20 of these targeting the end-user community. Although Dunya has only one rival in the B2B market, many advertisers still split their budgets between the B2B market and the much larger end-user market." Yildiz said that Dunya combats that by focusing on "success stories, web engagement, lead management, advertorials and engaging CIOs with our events. This will be more beneficial for us than trying to get print ads."

*(L-R): CFO Editor-in-chief* ***Merve Onkok****, Graphic Designer* ***Aslihan Ari****, News Editor* ***Atilla Mede****, Dunya Director of IT Publications* ***Murat Yildiz****, Customer Relations Director* ***Betul Meral****, Senior Marketing Specialist* ***Cigdem Yildiz****, Marketing Manager* ***Ozgur Tuzcu****, CIO and IT PRO Editor-in-chief* ***Sevgi Demirkale*** *and Online Operations Manager* ***Selcuk Senol****.*

**Benefit of partnering with IDG**: "The content, know-how and brand awareness of IDG is far and away better than any other publisher's," Yildiz said. Dunya uses the IDG News Service to follow events and product launches and for special industry interviews. "The Global Product Line Meeting gives us a chance to meet our peers and learn about their best practices, which gives us new ideas for our market," Yildiz said. "IDG brands are the best known ones by global IT vendors, so that gives us a huge advantage on advertising rates and budgets."

**Events produced under license to IDG**: Dunya's event business is still young, according to Yildiz, with its fourth CIO Awards planned for next year. "Every year we hold around six CIO Breakfasts," Yildiz said. "They have a round-table format and are held at an historic five-star hotel on the Bosporus. The venue is important because you have to convince seven to 10 CIOs to take half a day off for a meeting." The CIO Breakfasts have one sponsor, and the discussion topic is related to the sponsor's product or service but not limited to it. After an inaugural CFO Breakfast last year, Dunya will continue them this year to extend the CFO magazine's brand in the market.

*continued on page 5*

## Survey underlines importance of vendor engagement on social platforms

A recent IDG Connect survey of more than 400 enterprise decision makers found that social networking is used by 57% of those making technology purchase choices. Social networks came in just under search at 58% and ahead of professional networks, video sharing and reviews at 51%, 38% and 38%, respectively.

"Buyers are using multiple social media platforms and communities during the purchase process," said **Bob Johnson**, principal analyst and VP at IDG Connect. "Buyers want to go to places they trust as they seek insight to make decisions and social media platforms, such as Facebook, have both reach and stature for many people."

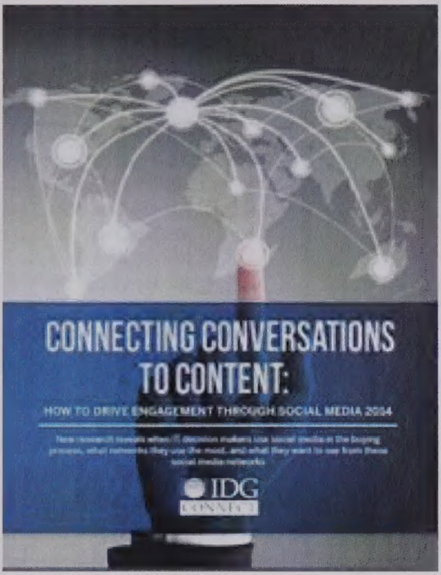
Other findings of the IDG Connect survey include:

- 48% use Facebook for general education.
- 29% also refer to Facebook as they make final decisions.
- 16% use LinkedIn in the evaluation/implementation stage.
- 7% use Pinterest from research to final purchase.

According to IDG Connect, these findings show that if tech vendors do not understand and utilize multiple social channels to distribute information, they will be less able to engage buyers' during the decision making process.

Johnson added, "If social media conversations are not better understood or connected, vendors run a serious risk of having sub-standard lead generation and nurturing efforts. If marketers do not offer relevant links to content and activities, someone else will, and marketers without relevant information will lack engagement to identify qualified leads."

The full report is available here. For more information contact IDG Connect Associate Marketing Specialist Jessica Maxwell. ■


CONNECTING CONVERSATIONS TO CONTENT:
HOW TO DRIVE ENGAGEMENT THROUGH SOCIAL MEDIA 2014
IDG CONNECT

***IDG Connect survey aims to help vendors drive engagement through the use of social media.***

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*continued from page 4*

## Dunya

**On the transition to digital**: "It's happening much faster than expected," Yildiz said. At its peak in the late '90s, total newsstand sales of end-user technology magazines in Turkey were around 150,000 copies per month; 230,000 if gaming and other tech magazines were included. "Those were the good old days," Yildiz said. "Today only around 25,000 magazines are sold, and that number is rapidly declining. We always thought that the web was going to make the biggest difference, but that didn't happen — smartphones and tablets happened and have affected print publishing dramatically." While Dunya's revenues are split equally between print and online, it still had to shutter GamePro, Macworld and PC World in print several years ago. "The B2B business still has great potential and by targeting the right audience we think that CIO, CFO and IT PRO print magazines still have a few years to operate before the next transition." Dunya produces all of its magazines in PDF as well as print editions. Yildiz said the digital versions are "free of charge, and we do not expect any reader revenue from digital sales. We just do not believe that our readers would buy an e-magazine, but with free copies we can build an audience. However, the advertising revenue is growing slowly for the digital versions, and we can get opt-in leads via mobile more easily."

**Non-IDG-licensed products**: Dunya publishes DUNYA, a daily business newspaper in Turkey. "That's our chief brand," Yildiz said. "We also produce 'DUNYA Economy TV,' which focuses mainly on news, economy and politics." Dunya also publishes niche magazines for the construction, food and mechanics industries. It also distributes more than 250 foreign magazines and newspapers in Turkey. Yildiz said the majority of these are U.S. and U.K. titles, but Dunya also distributes German, Italian, French, Spanish and Arabic publications. ■

# noteworthypeople

## Promotions

*Madha*

**IDG Global Solutions EMEA** Software Developer/Administrator **Ravi Madha** has been promoted to IT manager. "Ravi has proved time and again that he has the required technical vision and communication skills to align our technology with our business strategies," said **Joanne Tilson**, head of best practice. "He has great working relationships with other IDG business units, and his knowledge of technology and his understanding of our organization will ensure that we have the best IT systems in place to meet our business needs going forward." ravi_madha@idc.com

## New employees

Previously a graphic designer/programmer with Envision Marketing and Design, **Michael Toney** joins **IDG TechNetwork** as a graphic designer. A graduate of Boston's Northeastern University, he holds a BFA in media and design. He enjoys martial arts, creative cooking and is an aspiring anime artist. michael_toney@idgtechnet.com

*continued from page 3*

## One on one

compete with the market leader. The client decided that it could capture a sizable part of the market if it was to understand the buyer needs in a more detailed assessment of what drives the customer purchase decision for its product. Through our Buyer Behavior Practice, we were able to execute a multi-country survey of buyers and provide the client with analysis, insights and recommendations from our analysts that allowed it to launch a new product into the market, just in time for CES last week in Las Vegas.

**Q You're frequently traveling to develop new IDC business in other parts of the world, including Asia. What have been some recent developments?**

A I do travel a lot as part of my role, and I meet with as many customers as I can because it really helps me understand their needs and directions so that we can continue to evolve our offerings. What I find is that globalization of markets for products and services has given IDC a strong value differentiator from our competitors. The reason is that our investments in a global footprint, combined with our ability to organize ourselves to execute highly customized projects around the world, is something that competitors struggle with.

The benefit to our customers is that they can work with one organization to plan, execute and measure their business strategies. And with our multiple practices and offerings, we help our customers be more successful in those markets that they want to target — both in their current tactical business plan as well as their long-range strategic business plans.

What always strikes me is that no matter where I go I can see that everybody wants to compete — fiercely, as a matter of fact. There is no such thing as an easy way for any company to win in the marketplace. That is a good opportunity for IDC, because our job is to help our customers win in the marketplace. ■

*continued from page 2*

## Lalchandani

IDC's brand recognition and influence with leading CIOs in the region," McGovern said. "They also provide IDC with a good platform to offer products and services to end users, another area where Jyoti and his team have had much success."

IDC Middle East, Turkey & Africa has also gained a strong foothold within the government sector for advisory work over the past few years. This includes developing ICT strategy, SMB development, ICT development, skills programs and more in a number of countries including Saudi Arabia, United Arab Emirates, Egypt, Kenya, Qatar and Nigeria.

McGovern also noted Lalchadani's role in expanding IDC's research presence in Africa by opening new IDC offices in Morocco, Nigeria and Kenya over the last several years and expanding the company's office in South Africa. "Thanks to Jyoti's efforts, IDC is the leading technology research firm assisting IT and telecommunications companies as they expand their businesses on the African continent," McGovern said.

Accepting the award, Lalchandani said, "The credit for this honor goes to the entire IDC team in the region for their commitment and dedication. Also, a special note of recognition for [IDC SVP, EMEA Region; Managing Director, CEMA Region] **Steven Frantzen** for having guided and supported us through the years. This would not have been possible without him." Write to Jyoti Lalchandani. ■

*continued from page 2*

## Goransson

analyst and was appointed general manager for IDC Canada in October 2010, attributed his team's success to a number of factors. "In addition to focusing on streamlining operations, our on-going strategy of expanding and deepening our Tracker offerings, focusing on custom work based on our forecasts and segmentation models and growing of our channels and alliances business units are some of the key reasons behind our increased profits," he explained.

In addition, Goransson credited the hard work of the entire staff at IDC Canada. "The tremendous results we have been able to achieve really do speak to the dedication and hard work by a fantastic team," he said. "Without their efforts none of the financial results would have been possible. IDC Canada has developed a very senior and stable research, practices and consulting team, who jointly, with a fantastic sales team, continuously provide our local clients with not only very relevant research, but also drive on-going and deep customer relationships. This reward really is recognition of the success of all of IDC Canada."

Write to Lars Goransson. ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

**29**
***Rebecca Segal*** *IDC*

**25**
***Amy Hanania*** *IDG*

**20**
***Joe Mola*** *IDG Enterprise*

**18**
***Claudia Pielen*** *IDG Germany*

**17**
***Sharon Machlis*** *Computerworld*
***Enku Gubaie*** *CXO Media*

**16**
***Christopher Murphy*** *IDC*

**15**
***Lucinda Derby*** *IDC*
***Melita Marks*** *IDC*
***Karine Paoli*** *IDC U.K.*

**14**
***Jonathan Gaw*** *IDC*
***Matthew Eastwood*** *IDC*
***Donna Butts*** *IT World Canada*

**13**
***Julie Tiley*** *IDC Canada*
***Karen Lucero*** *IDC*
***Doroto Chrisp*** *IDC U.K.*
***Doris Hernandez*** *IDC Miami*

**12**
***Kathy Moran*** *IDG World Expo*

**11**
***Richard Vancil*** *IDC*

**10**
***John Vulopas*** *Computerworld*
***Susanna Hinds*** *IDG Communications*

**9**
***Winnie Jang*** *IDC Korea*
***Michael Araneta*** *IDC Singapore*
***Christopher Picanso*** *IDC*
***Jan Larsen*** *IDC U.K.*
***Jose Soto-Padron*** *IDG Sweden*

**8**
***Surjyadeb Goswami*** *IDC Singapore*
***Johann Wagner*** *IDG Germany*
***Ayuchi Takamatsu*** *IDC Japan*

**7**
***Christian Montminy*** *CXO Media*
***Amber Lynch*** *IDC*
***André Kisch*** *IDG Sweden*
***Katarzyna Hadka*** *IDG Poland*

**6**
***James Vuong*** *IDG Ventures Vietnam*
***Leslie Rosenberg*** *IDC*
***Monojit Maskeri*** *IDC*
***Teodora Mahabir*** *IDC*
***Janine Christensen*** *IDG Sweden*
***Ravi Madha*** *IDG Global Solutions*
***Armelle Brivet*** *IDC France*

**5**
***Dave Pearson*** *IDC Canada*
***Bruno Freitas*** *IDC Brazil*

**4**
***Stefan Wattendorf*** *IDG Germany*
***Nancy Selig*** *IDC*

**3**
***Sherry Brecher*** *IDG TechNetwork*
***Harsha Sundararaman*** *IDC Singapore*
***David Lantsman*** *IDC*
***Yasmin Tilles*** *IDG Sweden*

**2**
***Kelsey Scheidemantel*** *IDG Enterprise*
***Vinh Le*** *IDG TechNetwork*
***Siow Meng Soh*** *IDC Australia*
***Eduardo Ramirez Huesca*** *IDC Mexico*

**1**
***Brad Chacos*** *IDG Consumer & SMB*
***Shamim Khan*** *IDC India*
***Keith MacLean*** *IDC*

## Writing workshop: Modifiers that aren't

Check out one of the recent posts in the Writing Workshop employee blog on IDG Central:

**Example**: The Alphaba 24 offers cutting-edge, upgradable hardware in a slim(ish) touchscreen form factor.

You might get away with using "slimmish" as a short form of the phrase "kind of slim"; but "slim(ish)" looks way too much like "slimy."

**Better**: The Alphaba 24 offers advanced (and upgradable) hardware in a reasonably slim touchscreen design. (Notice the omission of two formerly trendy automatic-pilot terms—"cutting-edge" and "form factor"—from the sentence, on the theory that many readers are repelled by writing that sounds like warmed-over ad copy.)

# IDG hits Las Vegas for CES

*IDG News Service staff **Nick Barber**, **Martyn Williams**, **Michael Kan** and **James Niccolai** in the IDGNS broadcast booth at International CES.*

*IGS Digital Marketing Assistant **Lauren Kirchberger** and IDG Consumer & SMB intern **Suvid Tubtimcharoon***

Caitlin McGarry
@caitlin_McGarry

*IDG Consumer & SMB Associate Editor **Caitlin McGarry** participates in a video report from the CES main auditorium.*

TechHive
TechHive
Melissa Riofrio
@MRiofrioPCW

*IDG Consumer & SMB staff filed video reports on a variety of subjects, including one by **Jon Phillips**, editor-in-chief of PCWorld and TechHive, (left) on Five Critical Lessons CES Taught Us about Wearable Tech, and Senior Editor **Melissa Riofrio**'s report on a driverless shuttlebus.*

*IDG News Service Multimedia Correspondent and Video Content Manager **Nick Barber** (left) interviewed an iZZI representative about a gadget that adds three lenses, including a fisheye and a telephoto, to enhance iPhone photos. Click here to view a full array of CES coverage from the IDG News Service.*

# celebrating10

## Ken Mingis

*Managing Editor/ News Computerworld*

**Home**
Pawtucket, RI

**Joined Computerworld**
Feb. 2001 as online news editor/newsletter editor

**Career path**
I became one of three online news editors and then was named managing editor/news in 2008.

**Current title**
Managing editor/news, which means I'm in charge of the day-to-day operations of our online news team, which includes two senior news editors and six news reporters. I'm also responsible for working with our editor-in-chief, Scot Finnie, to set longer-range strategic goals.

**Most challenging part of your job**
Having to pick and choose which stories our reporters should focus on on any given day, since there are so many interesting tech topics to cover.

**Best part of your job**
The people I work with. I know that sounds trite, but I'm serious. Everyone on our new team is highly talented and dedicated to what they do. They're also willing to try new tactics as needed to make sure we're getting the right kind of IT news to readers in the right way at the right time.

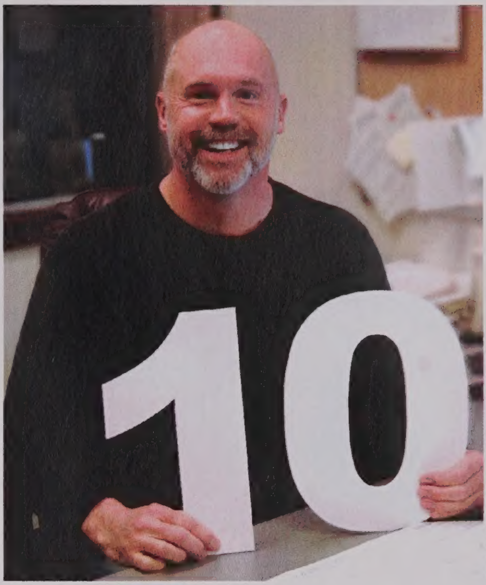
**Job perk**
Being ahead of most of my friends when it comes to understanding technology, both what's happening now and what's to come.

**Latest accomplishment**
Getting married. My partner, Alex, and I finally got hitched after 13 years (once RI made it legal). Can you be newlyweds after 13 years?

**You joined IDG because**
It had a great reputation as a high-quality place to work where you could try different things and were surrounded by bright, dedicated people.

**What's kept you at IDG for 10 years?**
As noted above, the people. I work with folks at CW and elsewhere at IDG Enterprise who are incredibly smart, and I figure if I stick around at least some of it will wear off on me.

**Best compliment you've received on your work**
Winning a Jesse H. Neal National Business Journal award in '08 for a lengthy Mac OS X review I worked on with one of our freelancers.



JOE MOLA

*Computerworld's* ***Ken Mingis***

**One thing you've learned during your tenure**
Change is a constant. Get used to it.

**Interests outside the office**
Macs, cars, dogs, history, politics, exercise.

**Of what achievement at work are you most proud?**
The news team at Computerworld. It's not easy to try to cover the whole of the IT industry with a small staff and too few hours in the day. But I really believe we do a solid job day to day keeping tabs on, and explaining to our readers, what's going on in tech.

**Fantasy job**
I'm living it. I'm a news junkie, and I love technology. So this pretty much fits the bill.

**If you won the lottery tomorrow, you would**
Pay off debts, stick a lot in the bank, give a lot to family/friends, buy a new car, and show up the next day at work. At least for a while!

**Manager's profile**
"Ken is the mastermind behind Computerworld's news operation. Since he was promoted to the leadership role, news page views have soared. A key member of Computerworld's editorial management team, Ken exudes a cheerful confidence that helps bolster the entire staff. Ken also has great ideas, and he's instrumental in helping to chart Computerworld's ever-evolving online strategy."

*— Scot Finnie, editor-in-chief, Computerworld*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Murat Yildiz** *Dunya*

# IDG World Update

EMPLOYEE NEWS AND INFORMATION

6 JANUARY 2014 | VOLUME 44, NUMBER 1 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEW STAFF - page 8 | ANNIVERSARIES - page 9 | UNSUNG HERO - page 10

## IDG, IDC leaders share their key priorities for the new year

*IDG World Update asked business unit leaders and other key IDG executives around the world to talk about where they will direct their efforts in 2014.*

***Friedenberg***

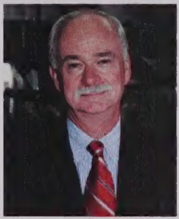
My top priority in 2014 is accelerating growth in all facets of IDG Communications' business. Growth in the audiences IDG serves, growth of our data-driven strategy, growth of our end-user and advertising revenue streams, growth of our technology capabilities and growth of our talent.

***— Michael Friedenberg**, CEO, IDG Communications Worldwide*

***Longo***

The year 2014 promises to be one of growth in data-driven advertising. Publishers that harness their first-party data will be in a powerful position to develop, package and sell their audiences. My number one priority for 2014 is to ensure that IDG has a robust data offering that expands our market-leading advertising programs.

***— Pete Longo**, CEO, IDG TechNetwork; chief digital officer, IDG Communications*



***Hill***

My top priority for 2014 is better leveraging IDG knowledge and resources across the IDG family worldwide. In a decentralized company we want to see creativity everywhere, but there is no need to reinvent the wheel. I want to see us leverage the new content management system, website architectures, marketing materials, content, new product ideas and general best practices. The less time business units need to spend focusing on infrastructure the more they can spend on customers.

***— David Hill**, president, IDG Communications*

*continued on page 4*

## Also inside

Editors, analysts pick top '13 stories, '14 predictions

One on one: IDC Chief Analyst Frank Gens summarizes IDC's top predictions for 2014

CIO Turkey recognizes outstanding CIOs

*IDG Communications Newsletter Services Manager Michael England is this week's Unsung Hero.*

**SEE MORE ON PAGE 10**

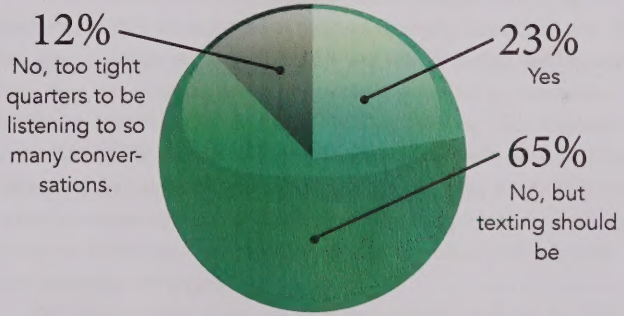
IDG TOTAL PORTFOLIO

*Check out the IDG Corporate Communications section for media kit graphics, videos and more.*

**SEE MORE ON IDG CENTRAL**

## Question of the week results

Should cell phones be allowed during flights?



**Log on to www.idgcentral.com to vote on this week's question:**

Did you make a New Year's resolution?

CLICK HERE

# Editors and analysts pick top stories of 2013, predict trends for 2014

*IDG World Update asked IDG editors and journalists and IDC analysts around the globe to select their top industry story or trend for 2013 and to consult their crystal balls to identify a hot trend or anticipated event in the year ahead.*

*Carlson*

**Top story of 2013:** I don't think any event in technology or beyond is more significant or far-reaching than whistleblower Edward Snowden and his disclosure of long-suspected National Security Administration programs of blanket surveillance and data mining of domestic and international communications. To some a hero, to others a villain, the Snowden leaks, much like the Chelsea (formerly Bradley) Manning leaks that preceeded them, have had profound consequences across the globe, affecting the technology industry, international diplomacy and America's reputation on the world stage. This story has just begun, and as more information is strategically leaked to the press on a regular basis, further insights and revelations will continue to make this story a major force for technology and the world well into 2014.

**Crystal ball 2014:** With big data spending expected to explode by 30% to $14 billion in 2014, the need for skills surrounding big data will continue to be in short supply, and the need to analyze and make sense of all that unstructured data will become more critical than ever. Look to cloud providers to upgrade their back-end infrastructures to accommodate big data principals.

— ***Brian Carlson**, editorial director, CIO.com*

*Zäch*

**Top trend of 2013:** Music streaming services. With the popularity of Google Play Music All Access, iTunes radio and Spotify, 2013 was definitely the year of music streaming. Thanks to LTE and broadband, these services are changing the way we are listening to music. You don't have to download and store music anymore, rather you can listen on the go. These services also change the way we pay for music. You don't buy tracks or albums anymore, instead you pay a monthly subscription fee.

**Crystal ball 2014:** 3D printing for consumers. 3D printers aimed at consumers are becoming increasingly affordable and the quality of these printers continues to improve. I think that because of this you will see more and more 3D printers in private households this year.

— ***Sascha Zäch**, Stv. editor-in-chief, PCtipp (Switzerland)*

*Gruman*

**Top story of 2013:** The Edward Snowden revelations about electronic spying and encryption weakening were the most important story in 2013, a year that saw other dramatic events such as tablets outselling PCs globally, marking the shift to a new common computing platform, the maturation of the mobile industry, the failure of BlackBerry to reignite its business with new technology and the change of the guard at Microsoft in the wake of the Windows 8 and Surface debacles.

> "An encryption arms race has already begun, which will protect the privacy of citizens and businesses — and criminals and terrorists — changing the security landscape for both good and bad."
>
> *Galen Gruman*

What makes the Snowden revelations so important are the deep implications in so many segments of both personal and business technology. An encryption arms race has already begun, which will protect the privacy of citizens and businesses — and criminals and terrorists — changing the security landscape for both good and bad.

There's no longer any illusion that governments don't spy pervasively, partnering with other governments to get around restrictions on spying on their own citizens and businesses, making it harder for businesses to know who to cooperate with and who to try to thwart, especially multinationals.

At the same time, the intensive data mining underlying the business models of companies such as Google, Facebook and Yahoo are no longer so secret. People are realizing that the free services they get may not be as benevolent or useful as promised. Are those search results and posts really based on your interests or the providers' unacknowledged agreements with others? With marketing and sales efforts so focused on big data analytics and instant personalization, the realization that the provenance of any advice or information is uncertain is sure to throw a wrinkle into such business strategies.

We all know that there are very few secrets, that we are monitored and evaluated constantly. That will change the behavior of individuals, businesses and governments in ways we don't yet know.

**Crystal ball 2014:** The underlying shift in IT will accelerate in

*continued on page 6*

# OneonOne

## Frank Gens

*SVP and Chief Analyst*
*IDC*

***IDG World Update asked Gens to provide an overview and some insight into IDC's IT Industry Predictions for 2014. Reach him at fgens@idc.com.***

> "In 2014, we expect Google to wake up and show more focus and urgency — or risk being boxed out of a market in which it surely should be vying for leadership."

Very few of our IDG colleagues will be surprised that my fellow analysts and I are talking — for the third year — about the industry's remarkable shift to its "3rd Platform" for innovation and growth, built on cloud, mobile, social and big data technologies.

Last year, we predicted that the industry's giants would finally realize that the only IT market they need to worry about is the one emerging around 3rd Platform technologies and solutions. IDGers saw — and reported on — this prediction unfolding in very dramatic ways: Microsoft's CEO Steve Ballmer is exiting, Dell took itself private, numerous IT vendors wrestled with cash cow cannibalization and stagnating (2nd Platform) growth, and quite a few big-ticket 3rd Platform acquisitions were made.

So what will we see in 2014?

Now that all players' eyes are firmly on the 3rd Platform — realizing that leadership of the IT industry for the next two decades is obviously at stake — 2014 will be all about pitched battles across the 3rd Platform: in mobile devices and platforms, in cloud services, in big data and social technologies, in the data centers that support the 3rd Platform, in a new generation of industry-transforming killer solutions, in new customer segments driving growth and new requirements, and around the Internet of Things — the new frontier, stretching the reach and impact of the 3rd Platform.

Broadly, we predict four themes will repeat across virtually all of these battles zones in 2014:

**Escalation**. We'll see big "put up or shut up" investments to scale up capabilities, most notably around global cloud data centers and the rollout of lots of new developer services on those cloud platforms. Reaching global scale quickly will be goal number one for many major IT players.

**Consolidation**. There will be room for only a small number of big winners in key areas, including mobile platforms, cloud infrastructure and cloud solution platforms/marketplaces. This consolidation will be around the players that reach critical scale, and hone the necessary competencies, over the next three to four years.

**Innovation**. The past five years of the 3rd Platform build-out have been about laying the infrastructure and developer platform foundations. This next chapter is about fostering an explosion of innovation on that foundation, with hundreds of thousands to millions of new killer apps and solutions. "Developers, developers, developers, developers!" (thank you, Steve Ballmer) will be the most strategic mantra for 3rd Platform competitors in 2014. The biggest winners in the industry, for the next two decades, will be those that can capture the hearts and minds of this next generation of innovators over the next two years. Miss the developers, miss the market.

And finally, **value migration**. Value will continue to shift dramatically, as the 3rd Platform cannibalizes huge 2nd Platform markets and as value migrates within the 3rd Platform itself: up the "stack," from infrastructure to developer platforms and marketplaces, from applications to data and from broad applications to industry-specific solutions and communities. Of course, the most dramatic value migration driven by the 3rd Platform will not be that within the IT industry itself but within virtually every other industry on the planet: enabling the delivery of innovative new offerings, redefining competitive advantage and driving major disruptions of leadership ranks.

Here's some more detail on the major events and themes that will define the year:

- The industry will grow 5.1%, a bit better than in 2013. But under this improving top line will be two very different industries: a stagnant 2nd Platform "legacy IT" market and a high-growth 3rd Platform market driven by mobile, cloud, big data and social solutions.

- Spending on 3rd Platform technologies and solutions will grow by 15%, driving 29% of all IT spending and 89% of all IT spending growth. Forty to 50% of that growth will come from cannibalization of traditional (2nd Platform) markets, which will barely grow at all — just under 1%.

Across multiple battlegrounds, vendors will be shifting in big ways:

- By far, the easiest prediction for 2014 is that **Amazon Web Services** will continue to expand into more profitable corners of the IT industry — and deliver them in a very competitive 3rd Platform model. This is a huge wake-up call to the IT industry incumbents, who will no longer be foolish enough to say "We don't compete with Amazon."

- **Google Enterprise** has thus far had an underwhelming presence in the enterprise IT marketplace — certainly relative to most observers' expectations and relative to Amazon. In 2014, we

*continued on page 8*

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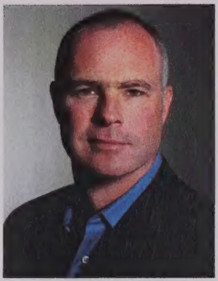
# Key priority


**Jones**

Our plan for 2014 is continued expansion of the IDG Media Platform. Our chief goals are to conclude the IDG Enterprise onboarding process, to onboard the IDG News Service and to begin the process of opening up the platform to IDG developers and business units worldwide.

*— **Aaron Jones,** CTO, IDG Communications, and general manager, IDG Engineering Solutions Group*

**Sailor**

My number one priority for 2014 is to embrace IDC's Emerging Markets strategy and to do all I can to grow our business in the fast-moving, fast-changing economies of Southeast Asia. We need to do this by expanding our presence on the ground in new markets as well as drilling deeper into countries where we have already established footholds. If we do it right we not only improve our ability to provide market intelligence to existing customers, we also grow our client list by working closely with local companies and governments that are in need of IDC's services.

*— **Jim Sailor**, general manager, IDC ASEAN*

**von Heimburg**

My priorities for 2014 include the following:

1. Accelerate transformation from print to digital (to mobile).
2. Improve our skills in providing customers with highly integrated programs.
3. Bring more power in our TAP and lead services.
4. Bundle the power of our sales forces into client and agency business.
5. Launch new and exciting events.
6. Paid content, paid content, paid content.

*— **York von Heimburg**, president and CEO, IDG Germany*

**Yorke**

My priority is ensuring that our various channel offerings are further integrated so that readers and advertisers feel more surrounded by the IDG Enterprise brands and thus pressure the various pure plays we compete with. We are very focused on new launches — exciting times ahead.

*— **Matthew Yorke**, CEO, IDG Enterprise*

**D'Mello**

In 2014, we want to enhance our leadership position in the market with new and innovative products and services. Our focus will be to grow in the areas that our customers are most excited about — video, webinars, social and native advertising. To do this, we are investing in the right people and the right processes to help us deliver the superior quality IDG is reputed for.

*— **Louis D'Mello**, president and CEO, IDG India*

**Pelikanova**

In 2014, my priority area is organization of events. With a new business team, we plan to enter the market with themes that nobody has done yet in the Czech market, such as the benefits of Facebook for small businesses, Web analytics and Internet of Things. The second priority is to finally organize an awards/event program for CIO of the Year and CFO of the Year.

*— **Jana Pelikanova**, managing director, IDG Czech Republic*

**Singh**

Our top business-related priority for 2014, remains our employees: to continue to provide them with an environment that motivates them to excel and realize their potential. In a services industry profit chain, it all starts with highly satisfied, capable and motivated employees, who then produce high quality services, which keep our customers happy and ultimately results in creation of business value for our organization.

*— **Piyush Singh**, managing director, IDC Center for Consultancy & Research (India)*

**Park**

As business boundaries become more flexible, it has become necessary for CIOs to collaborate effectively with line-of-business (LOB) managers. So, vendors will reinforce their solutions for targeting those individuals, especially CMOs. To respond to trends and seek new opportunites, we'd like to make a more of an effort to increase database information we have for LOB managers. Therefore, we have already taken action to publish a CMO quarterly report as well as increase CMO events.

*— **Katherine Park**, managing director, IDG Korea*

*continued from page 4*

## Key priority

**Melk**

I believe 2014 will continue to be a disruptive time for the media industry, and our goal at Consumer & SMB will be to lead the markets we serve with current and new brands that will invigorate conversation. We will also strive to lead our partners with new and innovative ways to provide engagement and ROI that meet their objectives across a growing list of media channels. Social, mobile and video are three critical areas of innovation that continue to evolve, and IDG is in a perfect position to capitalize on our expertise and brand voices to ensure we capture the excitement of these platforms. Innovation is a critical constant.

— ***Bob Melk**, president, IDG Consumer & SMB*

**Melker**

The past year was challenging in many ways, but we are excited about 2014. Priority number one in 2014 is a broader market engagement to ensure topline revenue growth. We are also looking to update our local programs to align with regional efforts and integrated themed campaigns.

— ***Per Melker**, managing director, IDC Nordic*

**Au**

Rapid changes in ICT trends, such as the continuing adoption of smartphones and tablets at the expense of PCs, are creating uncertainties in the industry. It is business as unusual, especially in emerging markets and around the Four Pillars areas. IDC A/P will have to go beyond tracking and analyzing to help our customers understand the "so what." We are also taking it one step further by leveraging our partnership with IDG Global Solutions to help our customers market themselves better through the right channels. We want to be the one-stop research partner of choice in Asia Pacific.

— ***Eva Au**, managing director, IDC Asia/Pacific*

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

**Le**

Our goal is to create sustainable value for the company by being one of the best-performing and transforming companies in Vietnam. To achieve that goal, the pace of change across IDG Vietnam and ASEAN needs to accelerate, and we need to create new services such as virtual expos, webinars, training and workshops in house.

— ***Tam Le**, managing director, IDG Vietnam and ASEAN*

**Viragh**

Our numbert one priority for 2014 is the full revision of customer relationship management. Are our custumers really satisfied? Can we improve on that? Are we delivering the preferred solutions to our clients over our competition? Are we the perfect partner to work with? These are just some of the questions we will be investigating.

— ***Márton Virágh**, managing director, Project/029 (Hungary)*

**Lalchandani**

Our number one business priority for FY2014 is to increase our overall net margin by 1%. This will require re-prioritizing investments in high-growth, high margin business areas, building more efficiencies within the regional organization in order to compete more effectively in the marketplace (given increasing competition), and focus on products/services that provide higher margins.

— ***Jyoti Lalchandani**, group VP and regional managing director, IDC Middle East, Turkey & Africa*

## Lego creativity leads to IDC research access

*IDC held a pan-European Manufacturing Insights Summit recently in the Netherlands, and part of the dinner gala involved a Legos competition.*

*Each table built a "Factory of the Future," and the guests at the table with the best design were entered into a business-card drawing for a month of free access to IDC research. At right, IDC EMEA Director of Manufacturing Insights **Pierfrancesco Manenti** (right) contributes his design expertise as a guest works on one of the models.*

*continued from page 2*

## Top story

2014, with several turning points reached. These include a significant decline in the traditional PC, a device that has already been supplanted by tablets in consumer sales as of late 2013. More significantly, we'll see a deeper challenge to the role of IT, with traditional focus on back-office efforts such as ERP, data warehousing, email/communications getting less investment and considered to be mere operations, increasingly cloud-sourced, while the strategic technology deployments will come even more out of business departments, often without the involvement from the CIO organization. Enterprise providers such as EMC, VMware, BMC, Hewlett-Packard, SAP, Symantec, Microsoft and Dell, as well as some of the major consultancies, will struggle to serve the new enterprise technology customers and their changing needs.
— ***Galen Gruman***, *executive editor, InfoWorld.com*

*Kanaracus*

**Top trend of 2013:** Enterprise software has long been knocked for its lack of good looks and usability. This year, however, touched off the 'mobile first' mind-set among enterprise software vendors. They aren't just rushing to build mobile clients for their existing applications, they're considering the mobile device form factor and features (touch) at the very beginning of the process for new products. While it will take a while for them to complete the vision, the process has begun and customers should eventually reap the rewards.

**Crystal ball 2014:** I think there's a good chance for the SaaS (software as a service) industry's first mega-merger. Think along the lines of Salesforce.com tying up with Workday, for example. A second possibility would see a vendor such as one of these being acquired by the likes of SAP, Oracle or IBM.
— ***Chris Kanaracus***, *senior correspondent, IDG News Service*

*Schaub*

**Top story of 2013:** Marketing automation acquisitions were big news in 2013. Top software companies sought to add critical capabilities needed to compete as the platform of choice. Among these many acquisitions were Oracle's acquisition of Eloqua and Responsys, Salesforce.com's acquisition of ExactTarget and Adobe's acquisition of Neolane. Customers now expect concierge-level service. Combined with analytics, the integration of multiple communication channels (i.e., multi-channel) offers the promise of recreating the intimacy of the corner store. But today, the fragmented marketing IT infrastructure is a major inhibitor to this vision. IDC counts 26 marketing technology categories and more than 500 vendors. In spite of the flood of acquisitions, the picture will probably get worse before it gets better as the proliferation of new solutions outpaces the forces of consolidation.

**Crystal ball 2014:** We are just at the beginning of the wave of customer experience technology adoption — perhaps as little as 5% to10% adoption in the marketing categories. Major sectors of the technology industry are on a cross-category collision course as competitors emerge from traditional strongholds. Call center platforms with integrated phone and interactive voice response are moving into eServices. Email systems have initiated digital content distribution through social and web. Programmatic advertising platforms are going mobile and moving into social as well. This battle is made more complex by the skill set issues and process issues between marketing and IT. The next few years will be a spectacle of new discoveries. Only the innovative will survive.
— ***Kathleen Schaub,*** *vice president, CMO Advisory Service, IDC*

*Zheng*

**Top story of 2013:** For the over 600 million "netizens" in China, the most exciting festival is "Double Eleven" on November 11. In China's Internet world, "Double Eleven" was originally a day celebrating being single; however, since 2009, the number one ecommerce platform Taobao has shaped it into a shopping carnival just like Black Friday in the U.S. "Double Eleven" in 2013 witnessed a new daily transaction volume record of 35 billion yuan. (US$5.7 billion) However, the biggest star on that day had nothing to do with consumer brands; it was a monetary fund named Yu'ebao. Based on Alibaba's Zhifubao platform, this fund can provide services from fund management to payment. With Yu'ebao, consumers can make investments using the idle money in their online shopping account. On Nov. 11, 16.79 million deals of redemption were made on Yu'ebao, totaling a record-breaking turnover of 6.125 billion yuan ($1 billion), which is equivalent to 2.4 times the sum of turnover at the Shanghai and Shenzhen stock exchanges that day. Just five months after its launch, Yu'ebao has exceeded 100 billion yuan, becoming the first 100-billion-yuan fund in China. And all this took place on the Internet.

The scale of Yu'ebao is highly unusual in the finance industry, which is considered the most difficult sector among traditional industries to be reshaped by the Internet. Established money management services always target the 20% of people who can create higher value, but the long tail effect of the Internet makes it possible for Yu'ebao to cover the remaining 80%. These people are not mainstream clients in the traditional finance system; they

*continued on page 7*

*continued from page 6*

## Top story

don't usually get quality finance services; some of them are even unaware of financing. Yet, it is this 80% of the people who set the new record. Such results have pushed Chinese Internet companies, including Baidu and Tencent, to provide Internet financing products, and banks such as China Citic Bank and China Minsheng Bank are also introducing Internet financing products with high profiles. A storm is coming to the finance industry.

**Crystal ball 2014:** Internet banks should be a reality in China in 2014. The combination of big data and ecommerce platforms will enable fund managers to provide better services. With several mouse clicks at home, consumers can complete the once complicated operation at the teller's desk, and with comprehensive data analysis, fund managers would make better investments. Everything is becoming easier. And with the wave of smart phones and wearable devices, the analysis and application of big data will be more and more popular. Thanks to technology, the experience of our life will become better and better, and 2014 will surely be a fantastic year.

— ***Alice Zheng*** , *senior reporter, CEOCIO China*

***Llamas***

**Top story of 2013:** BlackBerry's brave new world seeks reboot. Last year was supposed to be the year for BlackBerry's big comeback. After repeated delays to its much-hyped BlackBerry 10 platform and multiple advances by the competition (Apple, Android, and, yes, even Windows Phone), BlackBerry started the year with the official reveal of its new devices and experiences. It was a mix of 'fresh, but familiar,' that showed much of its DNA from legacy platforms, but updated to mix with the touchscreen crowd. Response was tepid at best, and certainly not enough to crown BB10 a hit. As it turned out, more users opted for either the older models or sought out devices from the competition. By August, the company began steps to evaluate its strategic direction that provided much fodder for armchair analysts to point out every mistake that the company had made. Rumors circulated about being carved up and sold in pieces, about numerous would-be takeover options, about this being the end for BlackBerry. In the end, BlackBerry sought $1 billion in financing and replaced its CEO with an outsider. Clearly, this was not the year that BlackBerry had in mind.

**Crystal ball 2014:** Wearable computing is going to be front and center in 2014, and it will be led by companies not named Apple or Google. Instead, look to those companies that can make one feature or one set of features truly helpful to end users to drive volume, revenue and mind share. Health and fitness-related wearable devices a là Nike Fuelband and Fitbit Force/Flex, and smartphone accessories like the Meta, Pebble and Toq watches will garner attention and help make sense of what users can do and expect from wearable computing. Samsung, which launched its first Galaxy Gear in late 2013, will look to streamline and improve its initial offering. These and many other companies will suffer the slings and arrows of the market critics as Apple and Google observe from the sidelines, honing their own offerings. By the time Apple and Google enter the market, most likely after 2014, they will still have to evangelize the market and figure out the most confounding question of all: pricing.

Still, 2014 will be a fun year to watch as the wearable computing blueprint comes into clearer vision but still shows itself to be a work in progress.

— ***Ramon T. Llamas,*** *research manager, Mobile Phones, IDC*

## CIO Turkey recognizes outstanding CIOs

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***Erdam Top****, CEO of CIO Turkey's parent company, Dunya, welcomes attendees.*

CIO Turkey held its fourth annual awards gala last month in Istanbul with some 200 CIOs and IT company executives in attendance. Supported by platinum sponsor Vodaphone, gold sponsor Microsoft and five other companies, the dinner event recognized 20 CIOs and their innovative IT approaches and solutions.

The winners were selected after a six-month process that began with a basic form on the CIO Turkey website. Of the 172 applicants, CIO Turkey editors asked 93 to provide details about IT projects such as goals, budgets, ROI, applications, partner companies and innovative approaches. An eight-member jury of external IT experts selected the honorees from the 60 companies that submitted full profiles. One other CIO was honored at the event in the Women Leaders in Tech category.

**Murat Yildiz,** director of IT publications for IDG's publishing partner, Dunya, said the next CIO Awards event will be part of a full-day CIO Summit at the beginning of October. An international array of keynote speakers will be on the morning program, and later in the day the best IT vendor of the year — as chosen by Turkish CEOs — and The Future CIOs/Ones to Watch will be announced.

Write to Murat Yildiz.

# noteworthypeople

## New employees

Rufo

PETER SHORT

**Bill Rufo** joins **IDC Framingham**'s Health Insights group as a senior account executive. Previously a major account executive with CareerBuilder, he has also worked as a health insurance broker. He holds a BFA in philosophy from the University of Massachusetts/Amherst and enjoys spending time with his family, playing golf and reading. wrufo@idc.com

Ebangi

IDG WORLD UPDATE

Previously an executive assistant at Genentech, **Christine Ebangi** joins **IDG Consumer & SMB** as executive assistant to the president. She holds an associate's degree in music from DeAnza College in Cupertino, Calif., and enjoys singing mezzo soprano roles with West Bay Opera, following the San Francisco Giants baseball team and skydiving. cebangi@idgcsmb.com

Puri

New at **IDC India** is Marketing Executive **Komal Puri**. She most recently worked at the Indian communications firm 20:20 MSL and has also worked for clients such as Dell, Symantec, Canon and Huawei. She holds a post-graduate degree in advertising and public relations from the Indian Institute of Management Calcutta and enjoys travel, reading and blogging about food at http://www.relishthefood.blogspot.in). kpuri@idc.com

Sharma

Also new at IDC India is **Gaurav Sharma,** Server and Storage research manager. He most recently worked for IBM India in central government sales; he has also worked for the IT consulting firm WiPro and CMC Ltd. He earned a B.E. in electronics and communications, as well as post-graduate diploma in management, from the S. P. Jain Institute of Management and Research in Mumbai. In his free time he enjoys reading, games and gadgets. gsharma@idc.com

Tang

IDC China has hired **Stefan Tang** as a senior account manager with responsibility for Hewlett-Packard and other key clients. He previously worked for Gartner and SuperMap Software where he was head of channel management. He holds a B.S. in geographic information systems from Northeast Forestry University in Harbin, China. stang@idc.com

## Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event or other business venue. At right: IDC Mexico's **Edgar Fierro** and **Evelyn Pineda** viewed one of the Olympic torches at an industry event. Send the photo with a short description to idgcentral@idg.com.

*continued from page 3*

## One on one

expect Google to wake up and show more focus and urgency — or risk being boxed out of a market in which it surely should be vying for leadership.

- **"Traditional" IT suppliers** will much more aggressively reconfigure themselves for the fight for the 3rd Platform marketplace, acquiring more 3rd Platform competencies and divesting diminishing-return or marginal businesses. Companies likely to be very active acquirers and divestors in 2014 include Microsoft, IBM, HP, Dell, EMC, Cisco, Oracle, SAP, AT&T and Verizon.

> IT spending on big data will grow by 30%, shifting toward analytics tools and apps, and be increasingly delivered by the cloud.

Smartphone and tablet sales will continue to dwarf slumping PC sales by 2.5:1. Apple will see strong iPhone and iPad growth. But, in a strategic challenge to Apple, the Android-based Google Play store will sharply narrow Apple's App Store revenue advantage. For Microsoft, the clock will be ticking, as it urgently seeks to double developer support for its mobile platforms.

Cloud spending will surge by 25%, reaching over $100 billion. We predict a near doubling of cloud data centers from Amazon's newly energized traditional IT competitors. And — most important — there will be a pitched battle for cloud developers, with numerous big platform-as-a-service rollouts and enhancements, driving 10-fold growth in the number of SaaS solutions over the next four years.

Data volumes will continue to explode to 6 trillion terabytes. IT spending on big data will grow by 30%, shifting toward analytics tools and apps, and be increasingly delivered by the cloud.

Two divergent visions for data centers will compete: integrated (or converged) systems will drive nearly 10% of enterprise IT infrastructure spending. Cloud service providers, favoring more componentized/commoditized systems, will drive nearly 30% of spending as cloud SPs become the most strategic customers for tech vendors.

Most important, by 2018, one-third of the top 20 market share leaders in most industries — beyond the IT industry — will be significantly disrupted by new competitors (and reinvented incumbents) that use the 3rd Platform to create new services and business models. Many will create industry-focused innovation community platforms (as GE, GM, NASDAQ, Kaiser, Aetna, United Health, Illumina, Johnson Controls and others have already begun).

These are just some of the many predictions from our 24-page "IDC Predictions" document. Check it out — along with the dozens of IDC Predictions documents that we'll publish (and webcasts we'll host) in the coming weeks. You'll find all of these at IDC's Predictions page. ■

# anniversaries

***Congratulations to the following employees who are celebrating anniversaries with the company.***

### 29
**John Gantz** IDC
**Ruth Bell** IT World Canada

### 28
**Brad Thorpe** IDC

### 26
**Mary Wardley** IDC
**Bob Brown** Network World

### 25
**Regina Steinmann** IDG Switzerland
**Ken Fuller** IDG

### 24
**Sylvie Merkling** IDC France

### 23
**Claudia Völk** IDG Germany

### 21
**Eric Prothero** IDC
**Barbara Kitzis** IDC
**Piyush Singh** IDC Center for Consultancy and Research (India)

### 20
**Andrea Kirchmeier** IDG Germany
**Eric Owen** IDC U.K.

### 19
**Patricia Chisholm** IDG
**Lorena Vega** IDC Chile
**Natalia Vega** IDC Chile
**Jeannie Button** IT World Canada
**Bob Gleason** IDG

### 18
**Bruno Völk** IDG Germany
**Anders Danielsson** IDG Sweden
**Cecilia Asplund** IDG Sweden
**Junichi Saeki** IDC Japan

### 17
**Andreas Frenzel** IDG Germany
**Mathew Heath** IDC U.K.
**Henrik Sorin Hildebrand** IDG Sweden
**Keith Shaw** IDG Enterprise

### 16
**Markus Schelhorn** IDG Germany
**Deanne Hart** IDC
**Stephen Minton** IDC U.K.
**Sung Chik** IDG Controller's Office

### 15
**Martin Mayer** IDG Germany
**Judith Edwards** IDC
**Ulrika Halvarsson** IDG Sweden
**Matthew Yorke** IDG Enterprise
**Becky Bogart** InfoWorld

### 14
**Matthias Teichmann** IDG Germany
**Dan Vesset** IDC
**Kathy Nagamine** IDC
**Richard Thomas** IDC
**Rosie Secchi** IDC U.K.
**Lina Otterdahl** IDG Sweden
**Ulrika Ullman** IDG Sweden
**Wilvin Chee** IDC Hong Kong

### 13
**Sabine Schwehr-Lehmuth** IDG Germany
**Christian Hofmann** IDG Germany
**Daniel O'Boyle Kelly** IDC
**Susan Rae** IDC
**Doris Hernandez** IDC
**Tomas Zirn** IDG Sweden
**Johan Wikberg** IDG Sweden
**Arnold Diepenheim** IDG Netherlands

### 12
**Steffi Han** IDC Korea

### 11
**Sandra Holleber** IDG Germany
**Alfredo Curiel** IDC
**Sahaja Sarathy** IDC
**Diane Gittlen** IDG Enterprise
**Grant Gross** IDG News Service

### 10
**Michael Braun** IDG Germany
**Sabine Wagner** IDG Germany
**Klaus Zellweger** IDG Switzerland
**Keith Bagley** IDC
**Ana Lico** IDC Brazil
**Danielle Thorne** IDG Enterprise

### 9
**Florian Klein** IDG Germany
**Stephanie Alonso Schmitt** IDG Germany
**Teruo Negishi** IDC Japan
**Siliva Bassi** Now!Digital Business (Brazil)
**Antonio Wang** IDC China
**Brian Joseph** IDC Malaysia

### 8
**Philip Hirons Jr.** IDC
**Pamela Torchinsky-Levine** IDC
**Colleen Boucher** IDG
**Valerie Rollland** IDC France
**Ullrich Loeffler** IDC New Zealand
**Agata Joseph** IDG Global Solutions
**Paul Kent** IDG World Expo
**Colleen Boucher** IDG

### 7
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**Douglas Bell** IDC
**Richard Vieira** IDC
**Bridget McGuire** IDG
**Daniel Binett** IDG Sweden
**Alison Te Hira** IDC Australia
**Ashish Talwar** IDC India
**Erica Foster** IDG Enterprise
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**Alfred Pang** IDC Singapore
**Janaki Supriya Kamath** IDC CCR
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**Caroline Ward** IDG Consumer & SMB

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**Shana Wang** IDC China
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**Divya Ramalingaiah** IDC CCR
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**Colleen Barry** IDG Enterprise
**Ashley Starr** IDG Enterprise

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**Daniel Povis** IDC Peru
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**Linna Xia** IDC China
**Leon Kao** IDC Taiwan
**Aditi Mukherjee** IDC CCR
**Kelly Wong** CXO Media
**Timothy Flaherty** CXO Media
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**Corissa Donaghy** IDG Enterprise
**Kristina Clark** IDG Enterprise
**Elizabeth Hauck** IDG Enterprise
**Ryan Medlin** IDG Consumer & SMB
**Jason Tenenbown** IDG Global Solutions
**Ken Lynch** IDG TechNetwork
**Lauren Moranski** IDG TechNetwork

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**Colin Neagle** Network World

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**Raine Tan** IDC Singapore
**Neeranuch Kanokvilairat** IDC Thailand
**Jane Davis** CXO Media
**Eric Pivnik** IDG Enterprise
**Zach Miners** IDG News Service
**Mike Zisek** IDG TechNetwork

# unsunghero

## Michael England

Newsletter Services Manager

Digital Solutions Group, IDG Communications

*IDG Communications Senior Product Manager* ***D. W. Malouf*** *named Newsletter Services Manager* ***Michael England*** *his group's Unsung Hero. "Michael has been a champion of the CSMB brands for many years and has been extremely attentive to the needs of our users. His skills were critical to the success of our print-to-digital magazine transition over the summer, as Michael assisted literally thousands of subscribers through the transition process. He went above and beyond, working nights and weekends to make sure each subscriber received the help they needed. He truly was the unsung hero of the project."*

**Home** San Francisco, Calif.; born in Tullahoma, Tenn.

**Current title** Newsletters services manager for PCWorld, Macworld and TechHive.

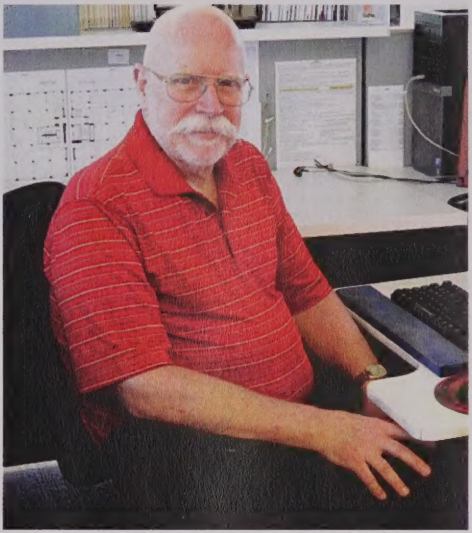
**Primary job responsibilities** Provide email and telephone customer service for PCWorld, Macworld and TechHive; oversee newsletters delivery, day-to-day functioning, reporting and some editing; copyright permissions and infringement notices; identifying and reporting website technical problems that surface in customer service email; various ongoing or ad hoc tasks.

**Three things I do in a day's work**

- Check delivery of the day's email newsletters; prepare and send any not sent (for a variety of reasons).
- Research and respond to all customer service email.
- Serve as spokesperson for our site visitors and newsletter subscribers in planning website or other changes.

**What I love most about my job** The variety of my work and my bright, interesting colleagues.

**A hot-button issue I'm dealing with on the job** Still dealing with PCWorld magazine subscribers annoyed, frustrated and confused by the switch from print to digital. (In one email I received the Subject line said 'Help!' and the body of it said only 'It doesn't work.')



*Newsletter Services Manager* ***Michael England*** *joined IDG in 1998 as a full-time contractor with PCWorld.*

**Latest accomplishment** Weathering the summer of customer service to PCWorld magazine subscribers during the intense challenge of the print-to-digital transition.

**Career highlight** Started with PCWorld, expanded my responsibilities to include Macworld when the two began sharing resources, now including TechHive, too.

**What I'm doing to be a better employee** Consulting often with colleagues, taking advantage of Lynda.com classes, staying informed about tech developments in order to provide good customer service.

**Interests outside the office** Spending time with friends; movies; Disney parks (California and Florida); enjoying San Francisco's museums; reading mysteries, history and biographies.

**What others can't tell just by looking at me** I was a clergyman for 35 years; I'm a longtime Mensa member; in the early '70s I had long hair (hard to tell now, since I have very little).

*Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.*

IDG World Update
EMPLOYEE NEWS AND INFORMATION

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## thanksto

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**Murat Yildiz** *CIO Turkey*
...and all the contributors to the predictions and priorities feature in this issue.